



EMILY NGUYEN

Emily is a curious and social university student in business administration who works part time as a barista. She loves exploring new cafés, attending career workshops, and watching motivational podcasts.

20 YEARS OLD

1ST YEAR

STUDENT

UNDERGRADUATE

GOALS

- Find classrooms quickly
- Avoid being late
- Understand building names and numbers

MOTIVATIONS

- Punctuality
- Comfort
- Grades

ATTITUDE

- Stressed about starting University
- Eager to make new friends
- Overwhelmed by the work load

PROBLEMS

- Does not know shortcuts
- Confused by similar building names
- Stressed during the first weeks

APP SOLUTIONS

- Step by step directions
- Clear building photos
- Simple classroom search



LIAM DUBOIS

Liam is an organized and detail focused professor who enjoys engaging with his students. He often moves between offices, classrooms, and meeting spaces, which makes time management very important to him.

32 YEARS OLD

COMMUNICATIONS

STAFF

PROFESSOR

GOALS

- Move efficiently between locations
- Find unfamiliar rooms
- Save time to get back to grading papers

MOTIVATIONS

- Time management
- Efficiency
- Flexibility

ATTITUDE

- Loves connecting with his students
- Dislikes wasting time
- Tries to be as efficient as possible

PROBLEMS

- Schedule pressure
- Large campus layout
- New unfamiliar buildings were added

APP SOLUTIONS

- Quick routing
- Saved frequent locations
- Reliable navigation

Liam is a communications professor at Concordia University who teaches in multiple buildings across campus. He is comfortable with technology and values tools that help him save time. Because his schedule is tight, moving efficiently between locations is important to him. He wants clear and reliable directions so he can focus on teaching and supporting his students instead of navigating the campus.



SOFIA LOPEZ

Sofia is a creative and empathetic student who enjoys journaling, community events, and exploring new cultures. Adjusting to a new country and university overwhelms her, especially when directions are unclear or confusing.

27 YEARS OLD

INTERNATIONAL

STUDENT

GRADUATE

Sofia is an international graduate student at Concordia University who is new to Montreal and the campus. Language differences and unfamiliar buildings make navigating campus stressful. She wants clear, simple, and visual directions so she can move around campus with confidence and focus on her studies.

GOALS

- Navigate campus with confidence
- Understand directions easily
- Integrate into Montreal culture

MOTIVATIONS

- Fulfillment
- Finances
- Work-life balance



PROBLEMS

- Issues with language barriers
- Different campus system than home country
- Overwhelmed by conflicting information and incorrect directions

APP SOLUTIONS

- Very simple language
- Visual maps and icons
- Different language options

ATTITUDE

- Optimistic but anxious about change.
- Curious about the world
- Wants to have as many new experiences as possible