



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

STUDENT

1ST YEAR

UNDERGRADUATE

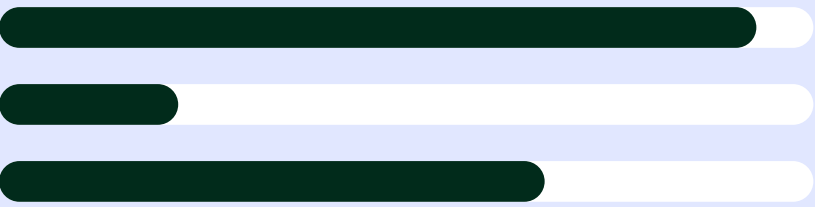
Emily is a first year undergraduate student in business administration who is new to Concordia University. She is comfortable using everyday technology but feels stressed navigating a large and unfamiliar campus. Finding classrooms and understanding building names is confusing, especially during the first weeks of the semester. She wants clear and simple directions so she can arrive on time and focus on her studies instead of worrying about getting lost.

GOALS

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

MOTIVATIONS

- Punctuality
- Comfort
- Grades



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

ATTITUDE

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



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

STAFF

COMMUNICATIONS

PROFESSOR

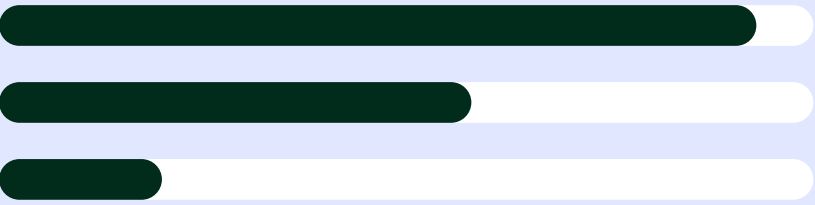
Liam is a communications professor at Concordia University who teaches in multiple buildings across campus. He is comfortable with technology and values tools that help him save time. Because his schedule is tight, moving efficiently between locations is important to him. He wants clear and reliable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

GOALS

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

MOTIVATIONS

- Time management
- Efficiency
- Flexibility



PROBLEMS

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

APP SOLUTIONS

- Quick routing
- Saved frequent locations
- Reliable navigation

ATTITUDE

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



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

STUDENT

INTERNATIONAL

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



ALEXIA MARTIN

Alexia is independent, organized, and focused on her studies. She plans her routes in advance and prefers knowing whether buildings and classrooms are accessible before leaving. She values tools that are clear, reliable, and designed with accessibility in mind.

24 YEARS OLD

STUDENT

MOBILITY
DISABILITY

UNERDGRADUATE

Alexia is an undergraduate student at Concordia University with a mobility disability. Navigating campus can be challenging because not all routes, entrances, and elevators are easy to find. She relies on accessible paths and needs clear directions that avoid stairs. Arriving on time is important to her, and uncertainty about accessibility adds stress to her day.

GOALS

- Reach classrooms using accessible routes
- Avoid stairs and inaccessible entrances
- Plan trips with confidence

MOTIVATIONS

- Accessibility
- Equal treatment
- Fulfillment

PROBLEMS	APP SOLUTIONS	ATTITUDE
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- Limited accessible paths
- Poor visibility of elevators and ramps
- Last minute accessibility issues

- Step by step accessible routing
- Elevator and ramp indicators
- Accessibility filters

- Independent
- Practical
- Cautious but motivated



JORDAN LEE

Jordan is experienced, practical, and values clarity over visual style. He is comfortable with routine but becomes frustrated when important information is hard to see or easy to misread. Accessibility features that work automatically are important to him, since he does not want to adjust settings every time he uses the app.

57 YEARS OLD

STAFF

COLORBLIND

PROFESSOR

Jordan is a 57 year old staff member at Concordia University who is colorblind. He navigates campus regularly but finds maps and signage difficult when they rely mainly on color. Similar colors can make routes, buildings, or floors hard to tell apart. He needs clear labels, strong contrast, and symbols so he can move around campus confidently without relying on color alone.

GOALS

- Read maps without relying on color
- Identify buildings and routes clearly
- Avoid confusion caused by similar colors

MOTIVATIONS

- Clarity
- Visual Design
- Inclusiveness



PROBLEMS

- Poor color contrast on maps
- Routes shown only by color
- Missing text or icon labels

APP SOLUTIONS

- High contrast mode
- Text labels and symbols
- Patterned or dashed routes instead of color only

ATTITUDE

- Detail focused
- Practical
- Easily frustrated by poor design