



Shawn

General info

Age 21
Location Scarborough
Occupation York university Student

Goals

Looking for cheaper parking near university so that commuting via car would be easy and looking for carpool opportunities to save cost on time and fuel

Needs proper time management schedule which includes studying, commuting without any hassle.

Frustrations

Wasting time in finding cheaper parking spots.

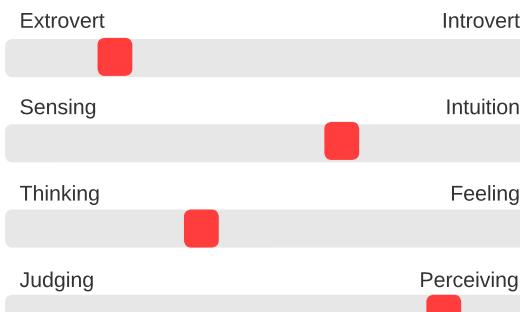
Wasting time and money in different time management applications.

Trouble in managing social, personal and work life altogether.

Bio

Shawn is a very enthusiastic person who came to Canada with his family 10 years ago in search for a good life. He loves going on small trips with his family and friends and loves to participate in coding and law competitions. He wants a good time management schedule and good commuting options.

Personality



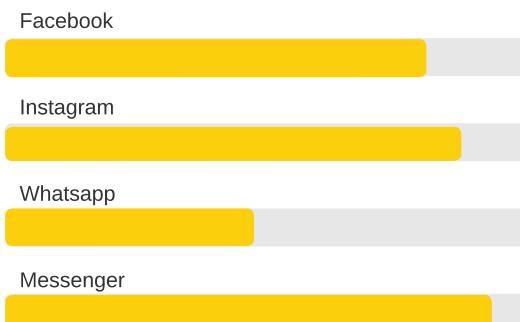
Motivations

Cheaper Healthy Food

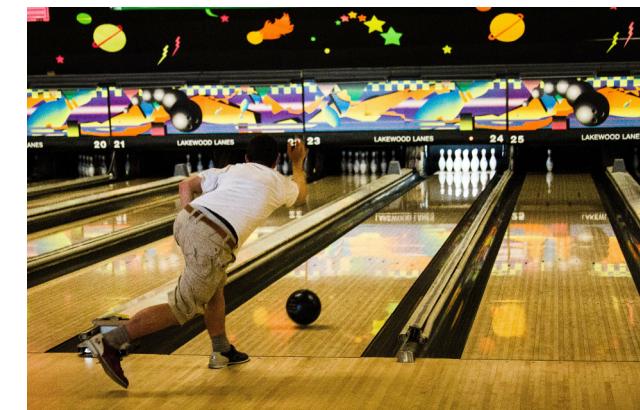
Proper Time Management

Good Health

Preferred channels



Favourite Activity





Riya

General info

Age 24
Location Toronto
Occupation Humber College Student

Goals

Looking for cheaper transportation facilities just before covid as many of the bus routes have either changed or buses have been stopped operating which has doubled the charges.

To find cheaper food sources and a good diet plan to maintain overall health and fitness of the body.

Frustrations

Paying double the transportation prices compared before covid.

Longer Waiting in lines due to reduction of commuting facilities.

Trouble managing with time and expenses for healthy food as prices have been increased due to inflation after covid.

Bio

Riya is a lawyer who came to Canada during covid. She is pursuing alternative dispute resolution. She is an avid reader. She loves to dance and explore new places. She is a fitness freak but due to covid she couldn't continue her lifestyle and it became sedentary. She is looking forward to get back to it.

Preferred channels

Facebook

Instagram

Whatsapp

Messenger

Personality

Extrovert



Introvert

Sensing



Intuition

Thinking



Thinking

Feeling

Judging



Judging

Perceiving

Motivations

Less Delay during commuting



Proper Diet and Fitness



Cheaper Transportation



Favourite Activity



Lucidchart

SCENARIO

Sam and his friends are current students at York University. They all were planning to spend some time together. Sam opened his Time Utility app to type in a keyword of “Find Free Time”. The App showed Free time from the Sam’s Schedule. He informed his friends that he is free on Sunday from 7 Pm to 9 Pm. After agreeing, he added the time slot in his App.

He was listening to music, and he got a notification to study for 2 hours for his test tomorrow. After studying, he checked his schedule for tomorrow and then decided that he’ll stop at his friend’s place to get a book from him. He switched to the interface of efficient travel menu to get the fastest route or the shortest route or the cheapest route from the app. The fastest route was 20 mins, but the shortest route was 24 mins, and the cheapest route was 28 mins. He picked the fastest route, and the app added the time he should leave for his trip for tomorrow. After seeing that his tomorrow’s office hours with professor are automatically added from the email to his schedule on the app he felt at ease with the reliability. He is depending on the app for not missing out on any deadlines as the app automatically syncs his school account from the email to the app. The app effectively looks for the free time for some effective learning, and slotting the time to play, sleep, eat, study, and travel. The App allows to sync the apple and google calendar.

Next day at the university, Sam received notification for his lunch, but he forgot to prepare some food with him. The App suggested him nearby healthy and cheap food points. The app offers various utilities that Sam can add or remove to the home page depending on his needs. While he was walking to get some food, he checked on the app that he is done with all his assignments and tests for this week and had Saturday all free to himself. So, he added the time in the app for a movie night on the app.