

Prioritize Development

# Lisbon's Subway

Group 02

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# Personas and escenarios



Diogo Pimenta



Joana Samora



Fátima Ribeiro



António Mendes



Matt Flint



"I'll do it later"

Age: 21

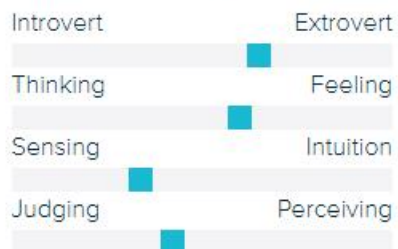
Work: Student

Family: Single child

Location: Areeiro, Lisbon

Character: The lazy student

## Personality



Procrastinator

Lazy

Daydreamer

## Goals

- Skating in free time
- Wants to live a comfortable life without hardships
- Strives to reach 9.5 at courses
- Hanging out with friends

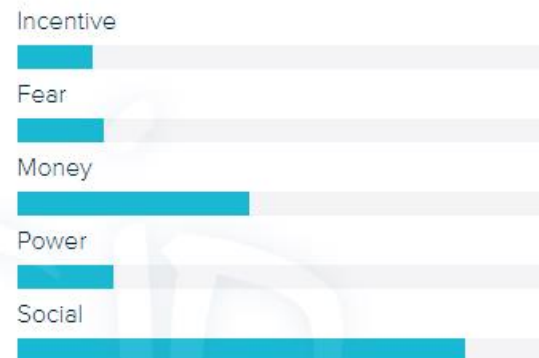
## Frustrations

- Having to study for exams
- Losing too much time in public transports
- Not having enough time to hang out with friends

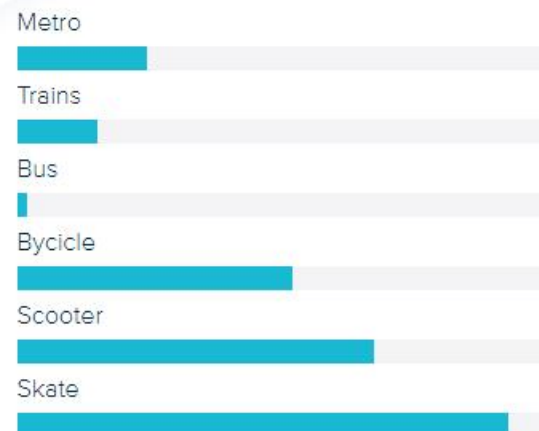
## Bio

He's 21 years old, currently lives in the council of Lisbon and recently got into university. He's a person who's always late to classes and is constantly falling asleep in the morning. He often misses the subway train he was supposed to catch in order to make it in time. Likes to skate and hang out with friends whenever he can.

## Motivation



## Preferred Means of Transportation





# User Scenario

- Diogo wakes up and is late to school as always.
- He leaves his home running, without even eating breakfast, as an attempt to reach the usual subway station as fast as possible
- When he gets there the metro's arrival time is in 7 minutes.
- He waits on the platform and arrives late to school.
- After classes he have an appointment and have to go back home at a certain time.
- He leaves the class earlier so he could arrive in time but the metro's arrival time is 10 minutes this time. He gets late to the appointment.



# Design Scenario

- Diogo wakes up and is late to school as always.
- He checks THE APP and the metro's arrival time is in 7 minutes.
- He eats breakfast and then leaves home when the train is almost arriving.
- He manages to catch the subway train even though he still arrives late to school.
- After classes he has an appointment and has to go back home at a certain time.
- He checks the APP for the metro's arrival time and leaves the class in time for the appointment.





*"For a minute spent organizing, an hour is earned."*

Age: 18

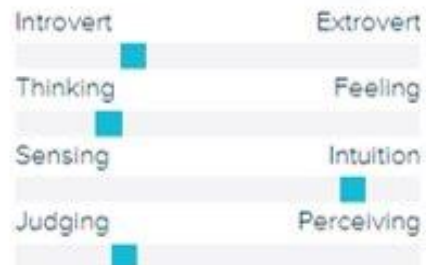
Work: Student

Family: Youngest sister

Location: Alverca, Lisbon

Character: Organized student

## Personality



Organized

Introverted

Smart

Environmentalism

## Goals

- Get good grades
- Have a good circle of friends
- Help the environment

## Frustrations

- Too much people use private transportation
- Metro is the only way to get to university
- Bad Metro conditions

## Bio

She's 18 years old, lives in the Lisbon district and studies Medicine. She's someone who travels daily to college by bus and then subway and has a monthly pass which requires her to organize her schedule according to subway times in a very strict manner since there's not much flexibility in terms of means of transportation for her to choose.

## Motivation

Incentive



Fear



Growth



Power



Social

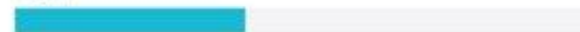


## Preferred Means of transportation

Metro



Train



Bus



Bicycle





# User Scenario

- Joana wakes up to get ready to go to her college classes
- She checks the timetables to see at what time she needs to leave her home if she wants to get to class on time
- Joana arrives at the station but when she tries to use her pass to access the platform, it is denied, because she forgot to renew it the day before
- Joana goes to the customer service booth to renew her pass
- She has to wait in line for 20 minutes
- In the end she arrived late to class and missed some important notes



# Design Scenario

- Joana wakes up to get ready to go to her college classes
- She checks the app timetables to see at what time she needs to leave her home if she wants to get to class on time
- Joana arrives at the station but when she tries to use her pass to access the platform, it is denied, because she forgot to renew it the day before
- She pulls out her phone and opens \*the app\*
- She renews her pass through the app
- In the end she manages to catch the metro she meant to catch and arrives in time for class







*"Behind every young child who believes in himself is a mother who believed first"*

**Age:** 43

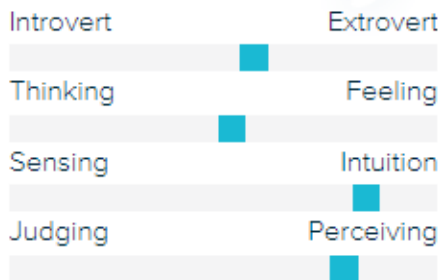
**Work:** Grocery Store worker

**Family:** Mother of single child

**Location:** Lisbon,

**Character:** Mother

## Personality



Overprotective

Loving

Patient

Old-Fashioned

## Goals

- Have enough money to support child needs
- Be independent
- Have a stable job

## Frustrations

- Worried about child's well being and safety
- Having to deal with outdated public transportation like Metro

## Bio

A 40 years old mother who lives in the suburbs of Lisbon and works in a grocery store right across the street from where she lives with her husband and single child. Whenever she needs to go to a school reunion, she needs to go by Metro, even though she often needs customer support because she isn't familiar with the service.

## Motivation

Incentive

Fear

Money

Power

Social

## Preferred Means of Transportation

Metro

Trains

Bus

Private transport

# User Scenario

- It's new school year and Fátima goes to the station so her son can have the free mensal pass for 12 years or younger
- She arrives and there's a big line waiting for the Attendance booth
- 2 hours later Fátima deliver all the documents but one, her son's id
- Her home is not near the station so she can just come back tomorrow
- More line hours are waiting for her and she can't forget anything this time



# Design Scenario

- It's new school year and Fátima is home and opens \*the app\* so her son can have the free mensal pass for 12 years or younger
- The app is running smooth
- Fátima has all the documents she needs with her but one, her son's id
- She goes searching for it and after finding it she take pictures of all the documents
- The pass is ready in less than 10 minutes and could make her son's pass in her own phone



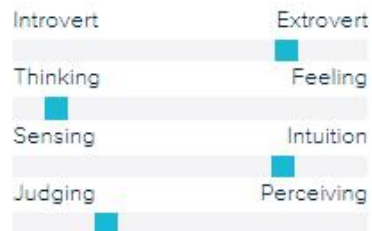




"Work smarter not harder"

Age: 42  
Work: IT manager  
Family: Married  
Location: Lisbon  
Character: Worker

## Personality



Professional

Calm

Motivated

## Goals

- Do well in his job
- Have a good social life
- Develop himself to become a better professional

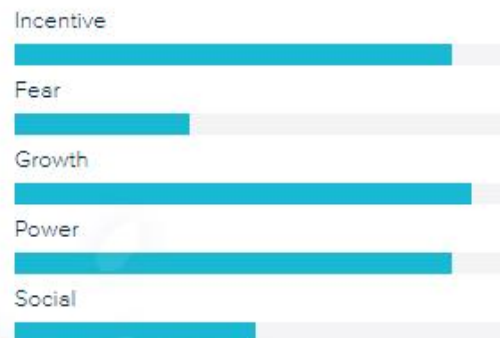
## Frustrations

- Having to go by public transportation to work
- Being in a crowded place without comfort
- Having a work project fail

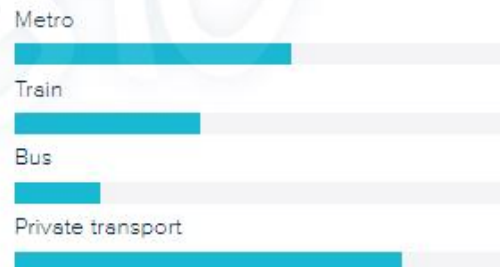
## Bio

Anibal is a 42 year old man living in Lisbon who likes to wake up early and have breakfast at the coffee shop next to his home, but he still needs to make it to work on time. He usually commutes daily by Metro since it's the fastest and cheapest means of transportation to his work and he would also consider giving up some of that morning breakfast time if it meant a more relaxing trip where he would have to deal with less people and manage to get a comfortable seat.

## Motivation



## Preferred means of transportation



# User Scenario

- Anibal wakes up early as always, gets ready to go out
- He heads next door to have his usual breakfast
- While he's drinking his coffee he looks at the time and sees he only has half an hour to get to work
- He goes to the metro station near his home and decides he's going to switch to the blue line today
- Once he switches line, he isn't able to find a free seat for the rest of his trip, and has to stand in a somewhat cramped subway car
- In the end his trip wasn't very comfortable and he arrived at work 10 minutes earlier than he needed to



# Design Scenario

- Anibal wakes up early as always, gets ready to go out
- He heads next door to have his usual breakfast
- While he's drinking his coffee he opens \*the app\*, knowing he will have to start heading to work soon
- He sees on the app that the blue line is very crowded at the moment, so he checks if he will be able to make it on time through the green line
- The app tells him what time he can catch the yellow line train, how long he will have to wait for the green line train, and at what time he will arrive
- Anibal now knows that if he catches the train in 10 minutes, he will still arrive to work with a couple of minutes to spare
- He finishes his coffee comfortably and then heads to the metro station
- In the end he has a comfortable trip where he managed to get seats and still arrive on time for work







"Home is where your heart belongs."

Age: 29

Work: Photographer

Family: Divorced

Location: Halmstad, Sweden

Character: Tourist

## Personality



Open-minded

Curious

Explorer

Humble

## Goals

- Explore as many countries as possible
- Experience all kinds of adventures
- Take the best photos possible from visited countries

## Frustrations

- Travelling issues like high prices or bureaucratic difficulties
- Not having enough money to keep doing what he likes the most

## Bio

Thomas is a 29 year old man from Sweden who has had the passion for photography ever since a young boy. He now has his own company and travels the world in order to capture the best photos possible. He also passed by Portugal, where he stayed in Lisbon for a few weeks. While living in Lisbon, he usually commuted by Metro to capture several landmarks or landscapes.

## Motivation

Incentive

Fear

Growth

Power

Social

## Preferred means of transportation

Metro

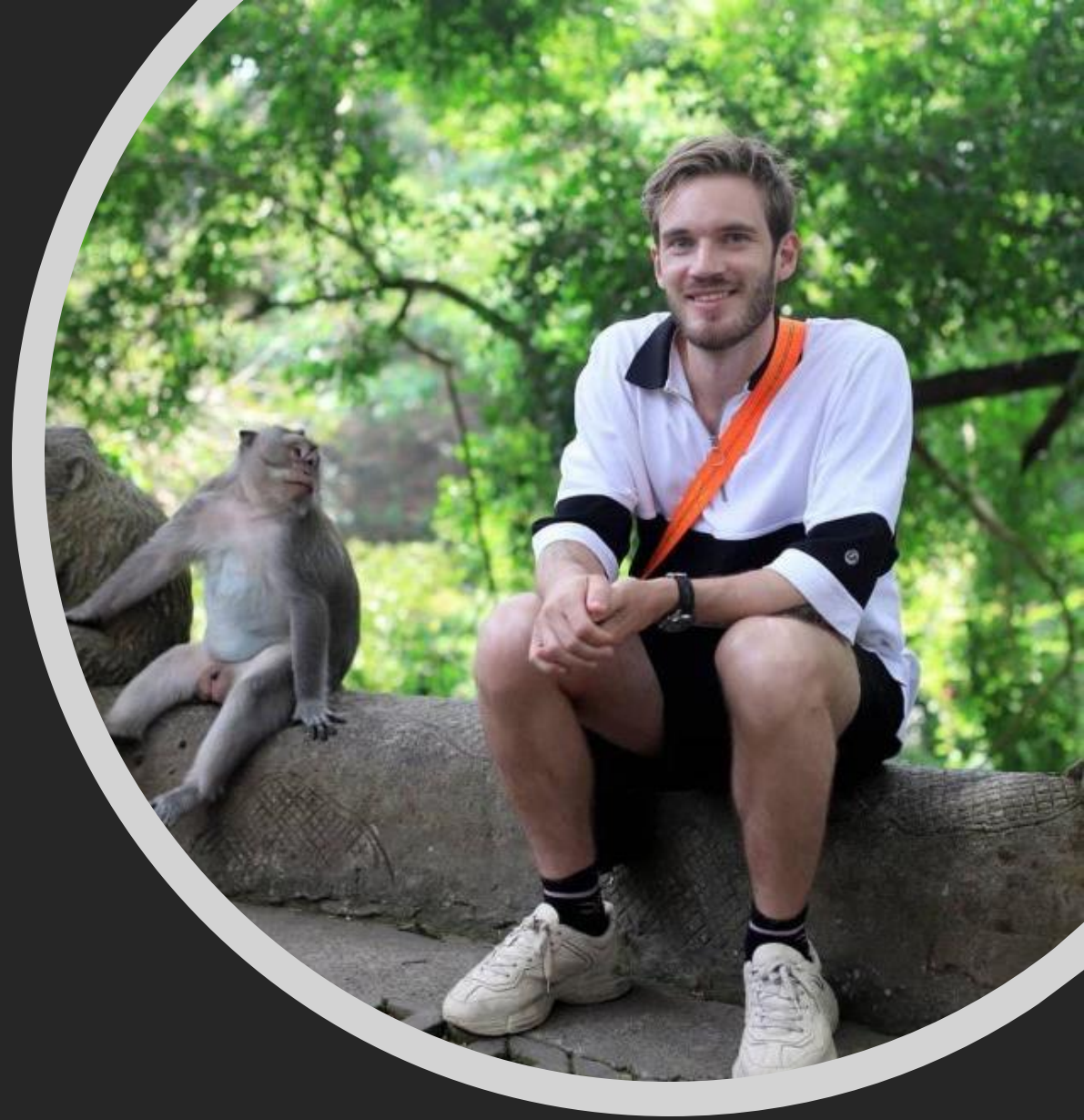
Train

Bus

Private transport

# User Scenario

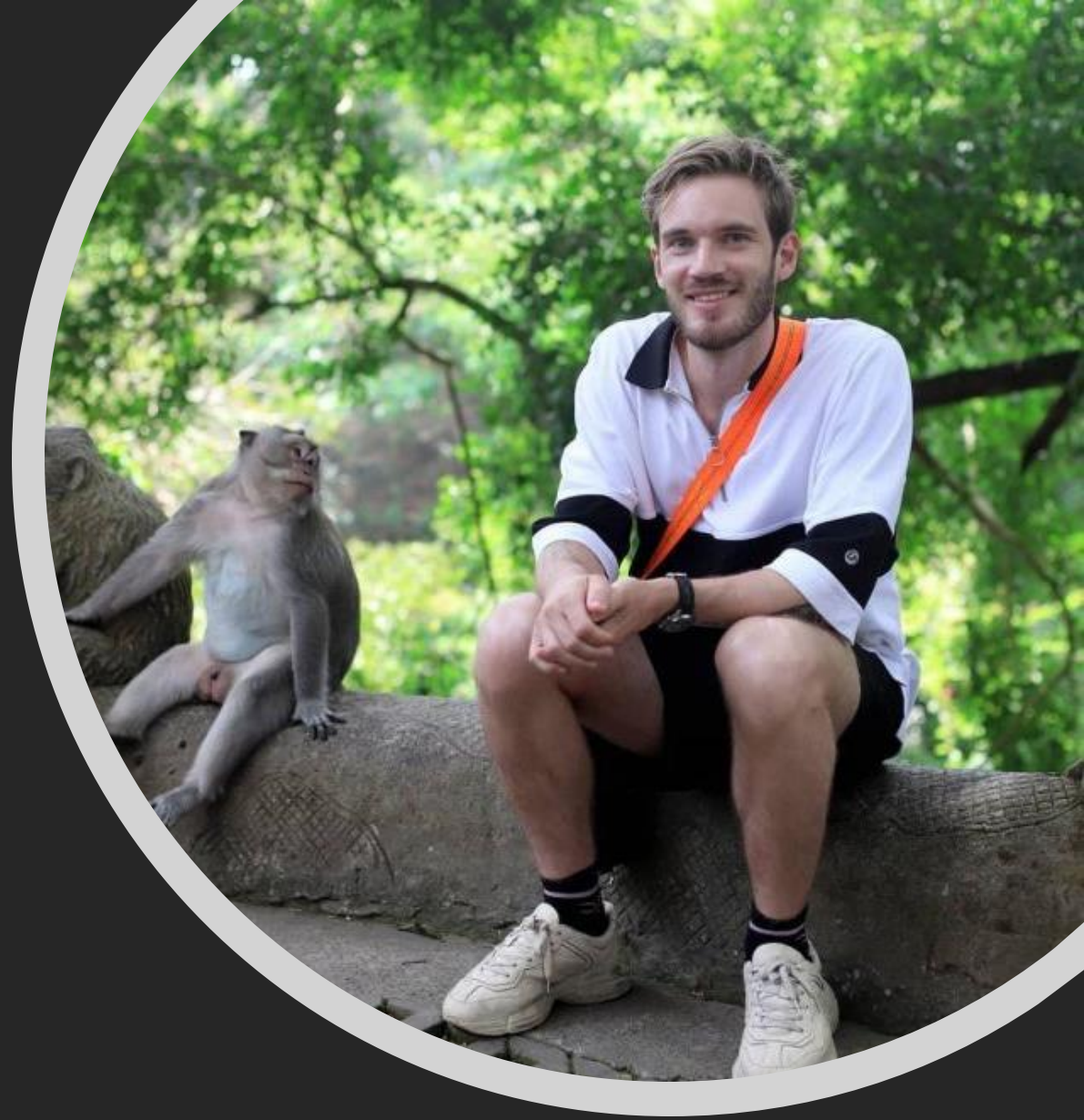
- Thomas leaves his airbnb meaning to go sightseeing at miradouro de são pedro de alcântara and walks to the nearest metro station
- Arriving at the station, he looks for the ticket machines
- He finds one and selects english language settings
- The machine asks which station he wants to go to
- Thomas realizes he doesnt know what the closest station to his desination is
- He leaves the line to look up the information he needs on his phone
- Once he's back, he attempts to pay for his ticket to Rato station but the machine keeps refusing his 5 euro bill
- He cant find any metro personnel around to help him
- After asking a few people, another metro user finally helps him out
- In the end he bought his ticket but it was quite incovenient and he wasted a lot of time





# Design Scenario

- Thomas leaves his airbnb meaning to go sightseeing at miradouro de são pedro de alcântara and walks to the nearest metro station
- Once he's there, he opens \*the app\* on his phone
- He opens the built in map to see which station he wants to go to
- He selects the station and pays through the app
- He uses his phone to validate his trip at the metro gates
- Thomas gets in the metro and travels to Rato, having spent very little time in the process







OUR SOLUTION

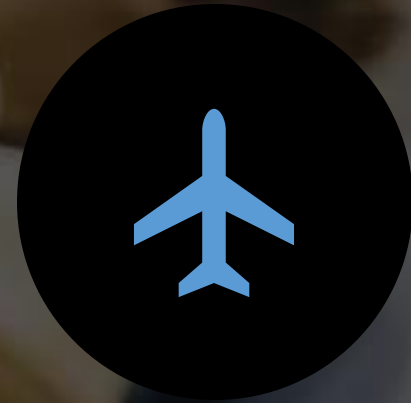
# Low-Functionality Prototype (Nov 19)



METRO'S ARRIVAL TIME



TIME UNTIL DESTINATION



PASS RENEWAL

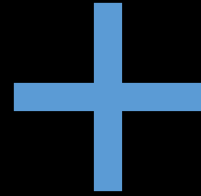
# Functional Prototype (Nov 26)



PASS RENEWAL



AUTOMATIC MONTHLY  
RENEWAL



BEST COURSE



# Fully Functional Prototype (Dez 10)



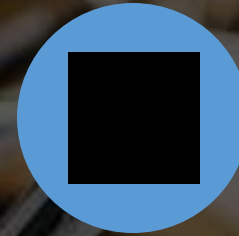
AUTOMATIC VALIDATION  
OF DIGITAL DOCUMENTS



AMOUNT OF PEOPLE IN  
PLATFORM AND TRAINS



CUSTOMER SUPPORT



DISCOUNTS



PARENTAL CONTROL