

Exercise 1 Transit Schedules - Stakeholders

Erin Desaulniers, Tomas Gonzalez Ortega

User profile Transit Schedules

USERS	English Speakers
Age	12-80
Sex	Any
Gender	Any
Culture	Any
Physical Abilities	Vision impairments, Height, Movement disabilities, Cognitive or Mental disabilities
Education	Minimum Elementary school
Computer experience	Any
Motivation	Knowing when the bus is coming, Arrive on time before the bus leaves, Knowing which buses stop where, Knowing how long it will take to get to their destination
Attitude	Attitudes will vary depending on if they're workers, students, tourists, English Speakers and non English speakers. If they're already familiar with the transit system will be a total different scenario to someone new to it. Attitudes may worsen due to significant delays

User Groups Transit Schedules

USERS	English Speakers	Non-English speakers	Students	Workers	Tourists
Age	12-80	12-80	12-50+	16-65	12-80
Sex	Any	Any	Any	Any	Any
Gender	Any	Any	Any	Any	Any
Culture	Any	Minority	Any	Any	Foreigners
Physical Abilities	Vision impairments, Height, Movement disabilities, Cognitive or Mental disabilities	Vision impairments, Height, Movement disabilities, Cognitive or Mental disabilities	Vision impairments, Height, Movement disabilities, Cognitive or Mental disabilities	Vision impairments, Height, Movement disabilities, Cognitive or Mental disabilities	Vision impairments, Height, Cognitive or Mental disabilities
Education	Minimum Elementary school	Minimum Elementary school	High school and above	High school and above	Minimum Elementary school
Computer experience	Any	Any	More likely to be computer savvy	More likely to be computer savvy	Any
Motivation	Knowing when the bus is coming, Arrive on time before the bus leaves, Knowing which buses stop where, Knowing how long it will take to get to their destination	Knowing when the bus is coming, Arrive on time before the bus leaves, Knowing which buses stop where, Knowing how long it will take to get to their destination	Get to school on time, Knowing when the bus is coming, Arrive on time before the bus leaves, Knowing how long it will take to get to their destination	Don't be late, get to work on time, Knowing when the bus is coming, Arrive on time before the bus leaves, Knowing how long it will take to get to their destination	Knowing when the bus is coming, Arrive on time before the bus leaves, Knowing which buses stop where, Knowing how long it will take to get to their destination

USERS	English Speakers	Non-English speakers	Students	Workers	Tourists
Attitude	Attitudes may vary based on the familiarity with the transit schedule system and whether or not they're on time	Attitudes may vary based on the familiarity with the transit schedule system, whether or not they're on time, and their level of English proficiency. May become frustrated if they can't understand schedule	Attitudes may vary based on the familiarity with the transit schedule system and whether or not they're on time. Anxiety may increase during certain times of the year, such as exams.	Attitudes may vary based on the familiarity with the transit schedule system and whether or not they're on time. The kind of job will determine how strict their schedule is and how important it is to be on time, correlating to anxiety and stress	Attitudes may vary depending on their knowledge of English, route and their familiarity with public transit in general. May also depends on how time sensitive their schedule is. Could be anything from panic to excitement

Personas - Transit Schedule

English Speaker for Transit Schedule



Matt is 30 years old, he works at a bookstore and he has 2 dogs. He lives twenty minutes from his job by car and 25 by bus. He prefers using public transportation because the parking lot is very expensive. He checks the bus schedule on his phone in order to have enough time to order from his favourite coffee shop and arrive at work on time.

Non-English Speaker for Transit Schedule



Biko is 22 years old, he came to Canada from Niger seeking refuge. He has a set of appointments downtown and hasn't applied for a Canadian driver's licence yet. He's getting familiar with the transportation system despite not knowing English. He knows where to get off because he was given instructions on which stop he must get off at each time. He likes to arrive to the bus stop earlier and checks the schedule printed there.

Student for Transit Schedule

Alex is 19 years old. She attends Langara College, studying microbiology. She lives in North Vancouver and has to transfer between the bus and SeaBus. The SeaBus leaves every 15 minutes and she wants to reduce the amount of time she waits at the docks. That's why she checks the schedule online to ensure the bus arrives within 5 minutes of the SeaBus departure. She also checks transit Alerts & Advisories to ensure that the SeaBus is fully operational otherwise she has to take a longer route.



Workers for Transit Schedule

Virginia is 27 years old, she's an intern at Microsoft Corporation as a programmer. She has to get there at 8 o'clock AM sharp. Since the parking lots downtown are usually full she prefers taking the bus on a regular basis. She worries that she will be late due to any delays. That's why she takes an earlier bus to make sure she arrives on time. During the winter she checks the printed scheduled and waits in a business due to the cold, and comes out when it is time for the bus to arrive.



Tourists for Transit Schedule

Bao, a 42 years old international business manager and her 7 year old daughter Lien are visiting Vancouver on a business trip. On the weekends they have a list of destinations they want to visit before returning to China. Bao has anti-stigmatism and sometimes needs lift Lien to read the small numbers on the printed bus schedules. It is important to Bao that the numbers on the schedules are large enough for her to read.

