

Personas & Scenarios

Group 11

ist170119 – André Filipe Mota Rodrigues

ist181633 – João Tiago Toscano de Azevedo Henriques

ist188940 – Filip Dalüge

ist194070 – Luís Loureiro



Age: 18

Work: Student

Location: Campo Grand, Lisbon

Descripto: The guy who doesn't pay

Who is it?

Young guy, with 18 years, how lives with parents in Lisbon. He is a student but he only use the metro to going out, he doesn't want to spend money on the ticket.

What goals?

- Not get caught;
- Have a train late in night to go home

What attitude?

- Is the easy system to cheat;
- he doesn't care about the system;

Which Behaviour?

- He thinks he will never get caught, he doesn't like to see security guards in the metro;
- Normally he travels at friday night with his friends. They drink inside of the metro, and do teenagers jokes.

Goal:

- His goal is to catch the train with his friends, go to Cais do Sodré and comeback in the first train in the morning (6:30am);
- He doesn't have the intention to pay the ticket in any of his travels.

Scenario:

João Silva and his friends met in Campo Grande station at 9:00 pm, before taking the metro. They bought a few drinks in Alvalaxia Shopping Mall, so they could warm up before entering the "Urban Disco".

He prefers to spend money on drinks instead of paying the ticket so when he entered in the Campo Grande station, he started to look around for security guards or other Metro employees.

Since he didn't see anyone he rush to the doors and jumped over it. Some friends did the same, only a few bought the ticket.

They traveled to Cais do Sodré (a 22 min ride). During this travel, they drank their beers and vodkas. When they arrived they entered in "Urban disco" where they stayed until 6:00 am.

After that they went to Cais do Sodré station to where they took the first train to Campo Grande station. Since there were no security guards again, he didn't buy any ticket again. It was 7:15 when João arrived home.

Luckily he didn't find any reviewer, during any of this travels.



Name : Maria Santos

Descriptor: Worker, daily use

Who is it : 35 age, lives in Alameda, IT recruiter
Use the metro every day to go to work. Usually in rush hours and travels alone.

What Goals : Fast Travel, on point schedule (No delays)

What attitude : Thinks is the fast/cheapest way to avoid the Lisbon traffic.
Besides, the metro system could have better conditions on stations and trains.

Which Behaviour: Normal she tries to find a seat. To spend the time she listens to music and plays video games in her smartphone.
Sometimes she takes the time to read and reply to some work emails.

Goal:

- Maria defines as a goal taking the Metro and arriving to the destination without getting late to her work.

Scenario:

Maria wanted to arrive to work like on a casual Monday.

She usually goes out of her house at 8.25 am, reaches the Alameda metro station at 8.35, takes the metro between 8.35 and 8.40 in order to reach the destination at 8.50 (Campo Grande station).

The only downside was that that was the first day of the month and she needed to recharge her monthly pass and all the available machines at the station didn't have credit card payment available, only money.

This was a surprise for her, since she couldn't recharge the monthly pass as usual (using the credit card) and she needed to reach an ATM machine, withdraw money and come back to recharge the monthly pass in the machines.

That was a trouble for her and for a lot of people in the same situation as her because, due to this issue, the ATM had a queue of people so she had to wait in a line, what caused her a delayed ride and because of that she took the metro at 9 am and reached Campo Grande at 9.10am arriving to work late.



Lars Meißner

Descriptor:

Northern European tourist who doesn't speak Portuguese

Who's Lars:

35, lives in Munich. Employed in a pharmaceutical company. Father of 6-year-old girl. Likes traveling and getting to know new cultures, at least 3 times a year.

Goals:

- transparent Metro system with English explanations
- first trip to the hotel to work seamlessly
- Metro stations near all interesting places to visit
- ticket machines to accept MasterCard or bills
- no robbery

Attitude:

- plans day trips in the morning
- expects English-language guidance at the ticket machines and English-speaking personal
- needs a little bit more time for everything than other customers
- new technology is nice, but it's better if everything works as expected (as in Munich)

Behavior:

Family-oriented person. Does not like to be pressured in a queue. Navigates using the Metro maps in the stations. Observes people, discusses the next destination with his wife, reviews his pictures and is happy about very short conversations with locals. Worried about security of his little daughter. When there is disagreement with his wife or daughter, they need a silent space to calm down. Proficient in three languages, open minded. Sometimes enters the wrong Metro or misunderstands something in foreign countries. Likes when plans work as expected, as it would be hard to adjust plans in the crowd. Likes technology but prefers not to install a new app for just a week. Likes that everything is close in the center of Lisbon. He does not understand the Portuguese bus system very well and prefers the Metro, even when walking a bit more. Saves the bills for a tax refund.



Goal

Find the Metro in an unknown city, buy three tickets with MasterCard or 50 Euro bill with an unknown ticket system and go by 5 Metro stations to the heart of Lisbon in order to walk to Castelo de São Jorge.

17:57 bis 18:24 (27 Min.)

17:57 ab Marquês de Pombal
1,45 € 23 Min. alle 7 Min.

REISEPLANER

17:57 ○ **Praça Marquês de Pombal**
Lisboa

➡ Zu Fuß
ca. 1 Min., 60 m

17:57 ○ **Marquês de Pombal**

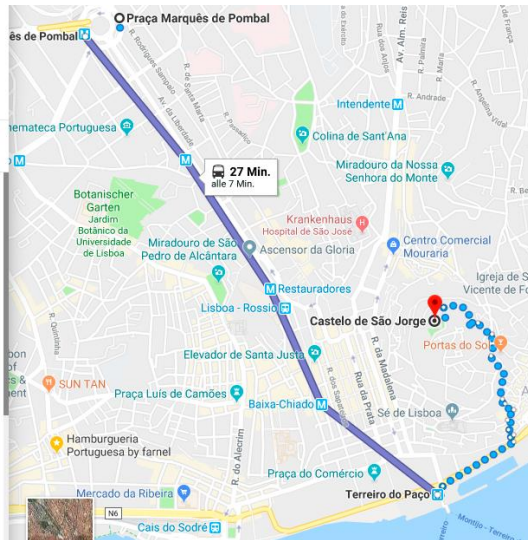
🚊 **Az Santa Apolónia**
^ 5 Min. (4 Haltestellen)

17:58 ○ Avenida

17:59 ○ Restauradores

18:01 ○ Baixa-Chiado

Betreiber: Metropolitano de Lisboa, E.P.E.





Scenario

Lars, his wife Katrin and his 6-year-old daughter Kira decided to visit Castelo de São Jorge on the first morning after their arrival at night. Due to heat and crowdedness, they decided to depart as early at 8 a.m. after breakfast in the small hotel near Marquês de Pombal. The city seems quiet, so they decide to leave without major preparations. Google Maps advised Lars to take the blue line in "Marquês de Pombal" until "Terreiro do Paço".

The entrance to the Metro at "Marquês de Pombal" is easy to find due to the well-known symbol. There is a lot of rush in the tunnels of the stations such that he takes his daughter Kira by the hand tightly.

At the ticket terminal, there is a little queue. Lars hates to be pressured when in a queue, but today, it's OK. He chooses English and it works. He has only a 50 Euro bill, so he would like to pay with MasterCard and selects the option. Kira and his wife are getting impatient. He enters his PIN, but after this, an "unknown error" appears. He tries it twice, but immediately, a guard appears telling him very friendly to use the other machine in broken English. Lars understands, is happy to speak some words with a local and it works at the next cash machine.

The barriers at the entrance are unknown from Munich, but Kira finds them funny. Walkways in the station are longer than expected, but they find the blue line easily as signs are very clear, with only two arrows for the two directions.

After only 5 minutes of travel (much less than they needed to find their way and ticket), they arrive at their destination and enter the following footpath to Castelo de São Jorge with positive energy and plenty of time.

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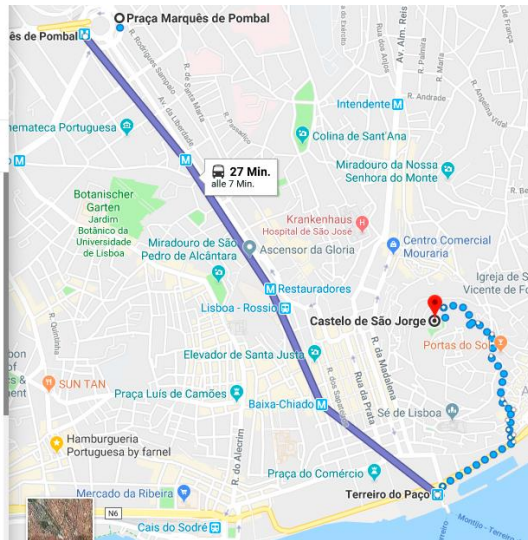
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5 Min. (4 Haltestellen)

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Mrs. Isabel do Carmo

- **Descriptor:** Retired lady who sporadically uses the Metro
- **Who is she:** 80 years old lady living alone in the center of Lisbon.
- **Goals:** Use the transport system that is closest to her home and to the hospital.
- **Attitude:** She uses the Metro because it is very close to her home and to the hospital, where she goes from time-to-time for routine doctors' appointments, and the one that has the better comfort/price relation.
- **Behaviour:** She always uses the elevators to reach the platforms and doesn't like to use the Metro when it's too crowded. She has the habit of passing through the barriers that have more space because of her mobility issues. She usually buys individual tickets.



Goal:

- Mrs. Isabel wants to reach the hospital and needs to use the public transportation system that is the closest to her home and to the hospital and that offers her the best comfort, best price and easy access.

Scenario:

Mrs. Isabel arrives at 10:00 am to the "Saldanha" Metro station to get to the "Santa Maria" hospital for a doctor's appointment.

As soon as she gets to the tickets' machine and starts to try to buy the ticket she realizes she has forgotten her card at home and has to buy a new one. She can't understand how to do it and asks for a little help to a nice boy next to her.

After buying the ticket, she reaches the barriers and notices that the one with the biggest space doesn't seem to be working, unfortunately. She has to pass through a normal one which ends up being more difficult to her because she doesn't have enough space to keep supporting herself in her walking stick.

She heads up to the elevator to reach the platform but it's not functioning and she ends up using the stairs. She reaches the platform a little bit tired and upset.

After a while the train arrives, she enters and notices that all seats are occupied. Fortunately, a nice lady offers her seat to Mrs. Isabel.

When she arrives at the "Cidade Universitária" station she catches the elevator and heads to the barriers, once again noticing the one with the biggest space to pass through is not working, making her upset again.