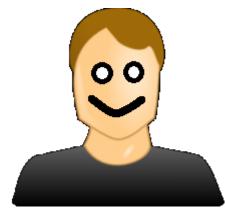
1.

User	Type of User	Goal of User
Students who own a car and are okay with	Primary	Travel to university either driving since
driving to university every day.		they have that choice or by other means.
Students who do not own a car and would	Primary	Travel to university, mostly by the use of
prefer an alternate method to public transport.		public transport.
Students who sometimes require an alternate	Secondary	Secure a method of transport to
method of transport to travel to and from		university on the days they are unable to
university.		catch their regular transport method.
Business owners and workers of the stores in	Tertiary	Ability to find appropriate parking when
Glenferrie around the university.		arriving to Glenferrie by car.
Shoppers who frequent stores in Glenferrie	Tertiary	Ability to find parking around the stores
around the university.		they like to shop at in Glenferrie

2. User Persona:

Train Traveller

Mike Ross



Student

Mike is 21 and is a full time student. Currently he is not employed as he wishes to focus on his studies. He is a second year student and attends classes at the Swinburne University Hawthorn campus. Each morning he uses the Metlink website to check the train timetable for the day. He does not possess a driver's license and both his parents work meaning he is required to find his own way to the station/university each

day. Mike often tries to catch the train before the one he is required to catch, this accounts for any train delays or cancellations. He is very familiar with the internet as well as phone and computer based applications. He is involved in a lot of group work which requires him to travel into Swinburne more often than just his regular class timetable.

Key Attributes

- Organised
- Timetabled classes everyday
- Confident with Technology
- Parents work

Tasks

- Getting to University on time
- Checking train times on website