

User Personas

Ananya Gupta

Ananya is a first year biology student that comes from a non technical background. She is enrolled in multiple clubs and has assignments to finish for her classes. Ananya is also an international student and travels back to her country every semester or two semesters and has a loving family there. She is excited about launching her product but is still finding things to add for the product.

Ananya wants an initial product that she can show her investors and something that can be marketed to get users. The code should be self explainable to another team so that Ananya can add new features without spending hours in understanding the code. And her endeavor in exploring machine learning and building models for her app in the future are also ongoing. While Ananya wants to keep track of all the steps in the project and understand it herself, she just doesn't have enough time and would rather appreciate a well documented product that can comprehensively explain all the different parts of the website.

Ted Chestnut

Ted is a transportation owner. He has a tie up with a pharma company for whom he delivers medical equipment, vaccines, and other meds and ships a truck himself to earn extra cash. He is young and spends a lot of his time travelling and enjoying nature. Ted also drives long distances for some deliveries and realises the importance of the supplies he delivers, and doesn't want to take routes that will spoil the supplies.

Ted is a busy man, handling multiple trucks and cannot check the website every time as sometimes he is on a call with new business partners and sometimes he is driving. However, he still regularly checks his email alerts and text messages and doesn't mind rerouting for a longer drive. Ted isn't very good with directions and can find himself lost with written navigation, specifically any street names and highway exits. During the times he isn't driving, he monitors the other shipments to make sure all the transportation goes smoothly. The medicines spoil quickly so Ted doesn't want to read all the messages every time to understand what's going on and would like a dashboard that can give him a summary and help him visualize what's going on and save him some crucial time.