

Noura MOHAMED



Gender : Female
Age : 20
Education : Pursuing a bachelor in
Computer Science at AIU

ABOUT

Noura studies at AIU. She has a busy schedule and can't afford wasting time waiting for the bus. Noura suffers from the inefficiency of the current transportation system. She can't know the exact time of when the bus will arrive to her stop, and always complains about the bus leaving the university 30 minutes -or more- late after the day ends.

MOTIVATIONS

"To always arriving on time to attend all classes and get good grades"

PREFERRED CHANNELS

Mobile App
Website

GOALS

Have flexible arrival and departure times to and from the university.

Knowing estimated arrival time for the bus at her stop.

USER STORIES

As Noura, I want to know when the bus will exactly arrive at my stop so that I don't be neither early nor late.

As Noura, I want to deal with more respectable drivers as the drivers' behavior bothers me.

Ziad KHALED



Gender : Male
Age : 19
Education : Pursuing a bachelor in
Public Health at AIU

ABOUT

Ziad studies at AIU. he has a long day and can't have bad trip. Ziad suffers from awful driver and travel experience, no seat availability, bus is not comfortable, suffering from inflexibility in paying methods.

MOTIVATIONS

I want to have a comfortable ride to and from uni."

PREFERED CHANNELS

Mobile App

GOALS

Have an online reservation system.

Deal with good-behavior drivers

Have flexible payment methods

USER STORIES

As Ziad I want to know whether the bus we take at the end of the week will change or not before departure time by a reasonable time, so I guarantee that I don't miss the bus.

As Ziad I want to have good seating on the bus, so I have a good trip back and forth.

Khairy ELSAYED



Gender : Male
Age : 43
Work : Manager of AIU Transport Unit

ABOUT

Khairy works at AIU. He is the manager of the transport unit. He faces a lot of obstacles which comes in the way of delivering the best travel experience to students and faculty members.

MOTIVATIONS

"I wish I could do better at managing the AIU Transport Unit."

PREFERED CHANNELS

Mobile App
Website

GOALS

Manage resources better.
Not having to do every task manually..
Impress the board.

USER STORIES

As Khairy, I wish the students don't contact me directly to enquire about every small detail, but instead put up complaints and feedback somehow.

As Khairy, I wish there was a better way to control logistics, as a lot of times things get out of hand.

As Khairy, I wish there was a better way to check the payment status of every student, instead of having to do it manually.