

# Naptime

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Basic Interaction **20** **11** & Project **2**  
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- 1** Persona
- 2** Problem Framing

# 1 Meet Rachel Wells

## **Rachel Wells**

27-year old interior designer  
Lives and works in NYC  
Travels frequently for her job  
Does not own a car

## **Tasks**

Visits clients off-site  
Commutes in and out of NYC

## **Needs to know**

What bus and train lines to take  
How long the rides are  
Which transfers to make



# 1 Meet Rachel Wells

## **End Goals**

Get to client's site on time  
Be able to rest or get work done  
while commuting

## **Experience Goals**

Needs reliable transportation  
Make efficient use of her time

## **Life Goals**

Get around the city with ease  
Maintain and build a  
professional reputation

## 2 Problem Framing

- Rachel travels to several new, different locations every day.
- When traveling to the outside boroughs it hard for her to keep track of transfers.
- After a long day, she wants to try to sleep and zone out for a few minutes, but is afraid to in fear of missing her stop.
- Rachel spends a lot of time commuting in the subway system where she doesn't have reception.