

ClassProject2

User Personas for “Bus Terminal” Web Application

ChatGPT prompt:

1. Create a set of user personas (3) relevant to a bus terminal

User Persona 1: Commuting Carl



- **Age: 32**

- **Occupation:** Office Manager
- **Lifestyle:** Carl is a daily commuter who relies on the bus terminal to get to work. He values efficiency and timeliness in his daily commute and prefers to have easy access to schedule information, ticket purchases, and facilities at the terminal.
- **Goals:** Carl wants a user-friendly mobile app that provides real-time bus schedules, ticket booking options, and alerts for delays or cancellations.
- **Pain Points:** Long wait times, difficulty in buying tickets, and lack of clear communication during disruptions.

User Persona 2: Tourist Trisha



- **Age:** 25
- **Occupation:** Travel Blogger
- **Lifestyle:** Trisha is a frequent traveler who often uses bus terminals as transit points during her journeys. She values information about nearby attractions, dining options, and safety at the bus terminal.

- **Goals:** Trisha wants a reliable source of information on local attractions, dining recommendations, and safety tips specific to the bus terminal's location.
- **Pain Points:** Limited knowledge of the area, concerns about safety, and difficulty finding relevant information.

User Persona 3: Elderly Ellen



- **Age:** 75
- **Occupation:** Retired
- **Lifestyle:** Ellen is an elderly woman who uses the bus terminal occasionally to visit family or run errands. She values accessibility, comfort, and assistance at the terminal.
- **Goals:** Ellen wants a well-maintained terminal with clear signage, accessible facilities, and helpful staff to assist with her journey.
- **Pain Points:** Physical mobility challenges, confusion due to complex layouts, and discomfort during long waits.

2. Propose a set of 15 topics related to Bus Terminal.

1. Bus Terminal Layout and Design
2. Ticketing and Fare Payment Options
3. Bus Scheduling and Routes
4. Passenger Safety and Security Measures
5. Accessibility for Persons with Disabilities
6. Amenities and Facilities for Travelers
7. Real-Time Bus Tracking and Information Systems
8. Environmental Sustainability Initiatives at Bus Terminals
9. Customer Service and Assistance for Travelers
10. Maintenance and Cleanliness of Bus Terminals
11. Nearby Attractions and Points of Interest
12. Transport Connectivity (e.g., trains, taxis, rideshares)
13. Bus Terminal Expansion and Upgrades
14. Passenger Feedback and Surveys
15. Promotions and Discounts for Regular Commuters

3. **Assume the role of persona 1 and categorize and label the proposed topics. Then, do the same with 2 and 3.**

Persona 1: Commuting Carl (The Busy Professional)

Essential Services and Efficiency:

1. Bus Terminal Layout and Design
2. Ticketing and Fare Payment Options
3. Bus Scheduling and Routes
4. Real-Time Bus Tracking and Information Systems

Safety and Security:

5. Passenger Safety and Security Measures

Accessibility and Convenience:

6. Accessibility for Persons with Disabilities
7. Amenities and Facilities for Travelers
8. Customer Service and Assistance for Travelers
9. Maintenance and Cleanliness of Bus Terminals

Information and Communication:

10. Nearby Attractions and Points of Interest
11. Transport Connectivity (e.g., trains, taxis, rideshares)

Sustainability and Upgrades:

12. Environmental Sustainability Initiatives at Bus Terminals
13. Bus Terminal Expansion and Upgrades

Feedback and Promotions:

14. Passenger Feedback and Surveys
15. Promotions and Discounts for Regular Commuters

Persona 2: Tourist Trisha (The Frequent Traveler)**Information for Travelers:**

1. Bus Terminal Layout and Design
2. Real-Time Bus Tracking and Information Systems
3. Nearby Attractions and Points of Interest

Safety and Comfort:

4. Passenger Safety and Security Measures
5. Amenities and Facilities for Travelers

Accessibility and Guidance:

6. Transport Connectivity (e.g., trains, taxis, rideshares)
7. Customer Service and Assistance for Travelers

Information and Communication:

8. Ticketing and Fare Payment Options

Environmental Impact:

9. Environmental Sustainability Initiatives at Bus Terminals

Infrastructure and Expansion:

10. Bus Terminal Expansion and Upgrades

User Experience and Discounts:

11. Maintenance and Cleanliness of Bus Terminals
12. Promotions and Discounts for Regular Commuters

Persona 3: Elderly Ellen (Elderly Traveler)**Accessibility and Comfort:**

1. Accessibility for Persons with Disabilities
2. Amenities and Facilities for Travelers
3. Customer Service and Assistance for Travelers
4. Maintenance and Cleanliness of Bus Terminals

Safety and Security:

5. Passenger Safety and Security Measures

Information and Guidance:

6. Nearby Attractions and Points of Interest
7. Transport Connectivity (e.g., trains, taxis, rideshares)
8. Ticketing and Fare Payment Options
9. Real-Time Bus Tracking and Information Systems

Sustainability and Expansion:

10. Environmental Sustainability Initiatives at Bus Terminals
11. Bus Terminal Expansion and Upgrades

User Feedback and Engagement:

12. Passenger Feedback and Surveys

Efficiency and Discounts:

13. Bus Terminal Layout and Design
14. Promotions and Discounts for Regular Commuters

Each persona's categorization reflects their unique needs and priorities when it comes to bus terminals.

4. Combine the resulting categories for all personas.

Essential Services and Efficiency:

1. Bus Terminal Layout and Design
2. Ticketing and Fare Payment Options
3. Bus Scheduling and Routes
4. Real-Time Bus Tracking and Information Systems

Safety and Security:

5. Passenger Safety and Security Measures

Accessibility and Convenience:

6. Accessibility for Persons with Disabilities
7. Amenities and Facilities for Travelers
8. Customer Service and Assistance for Travelers
9. Maintenance and Cleanliness of Bus Terminals

Information and Communication:

10. Nearby Attractions and Points of Interest
11. Transport Connectivity (e.g., trains, taxis, rideshares)
12. Ticketing and Fare Payment Options

Sustainability and Upgrades:

13. Environmental Sustainability Initiatives at Bus Terminals
14. Bus Terminal Expansion and Upgrades

Feedback and Promotions:

15. Passenger Feedback and Surveys
16. Promotions and Discounts for Regular Commuters

This combined categorization accounts for the needs and priorities of all three personas, providing a comprehensive overview of topics relevant to bus terminals.

5. SiteMap

