

Design Brief: The Commute



Name: John Doe

Age: 20



Location: Brighton

Level of

technical comfort: High

Back story and goals

**Education**: University, studies Computer Science

**Occupation**: Student

**Ability to learn**: Technically high due to their education within computer science, but could differ with other areas

**Typical travel time**: 15 to 30 minutes

**Goals**:

* To travel when it is less busy and noisy
* To have more interactive journeys
* To have more productive journeys
* To be more motivated to take the bus

Existing practices

* They make use of different route tracking Apps to get to designated locations
* Local bus app is being used to buy tickets and track bus times
* Chargers are being used frequently
* Spends lots of time on Spotify and social media
* Frequently takes buses to go to University

Frustrations

* Travel could be cheaper
* The wifi is awful but dislikes using their mobile data
* The bus is too loud and busy
* Bus times can be inaccurate or inefficient
* Not many reduced stops bus routes
* No more vouchers on paper tickets
* Not enough night buses
* No usb outlets on older buses
* Buses stop for a while at stops
* Inaccurate bus routes indications at times