

Name of Project: Attila's Atlas

List of Team Members:

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Persona Description:

Our team developed a persona named "Alex," a 19-year-old freshman at Stevens Institute of Technology majoring in Computer Science. Alex is an international student who recently moved to the United States from India. Alex is interested in sports and likes to stay active, but also enjoys playing video games in his free time. He is always looking for ways to explore the campus and get involved in extracurricular activities.

Data Sources:

We gathered data for our persona by conducting surveys and interviews with current Stevens students, including international students like Alex. We also researched other navigation and wayfinding apps used on college campuses to gain insights into common user experience challenges and best practices in the industry.

Example Persona Trait and Supporting Data:

One trait derived from our data is that Alex prefers to use mobile apps to navigate campus rather than physical maps. In our survey, 75 percent of respondents indicated they would prefer to use a mobile app to navigate campus. Additionally, in our interviews, several students expressed frustration with the accuracy and usability of physical maps on campus.

Another trait derived from our data is that Alex is tech-savvy and comfortable using digital tools. In our survey, 85 percent of respondents indicated they use their smartphones frequently throughout the day. Furthermore, in our interviews, several students mentioned that they rely on technology to manage their schedules and access campus resources.

Another trait we observed is that Alex is a busy student who values efficiency and organization. In our survey, 90 percent of respondents indicated that they prefer to use tools that save them time and make their lives easier. In our interviews, students mentioned that they often have back-to-back classes or other obligations, and appreciate tools that help them stay on schedule and avoid wasting time.

Finally, we found that Alex values clear and concise information that is easy to access and understand. In our survey, 80 percent of respondents indicated that they prefer information that is presented in a clear and easy-to-understand format. In our interviews, students mentioned that they appreciate apps that are intuitive and provide relevant information without overwhelming them with unnecessary details.

User Story:

Alex has a class in Babbio Center but has never been there before. He opens Attila's Atlas on his phone and searches for Babbio Center. The app displays a map with the building highlighted and shows Alex the best route to get there from his current location. As he walks, the app gives him turn-by-turn directions and notifies him when he has arrived at his destination. Alex is able to arrive at his class on time without getting lost, thanks to the user-friendly navigation provided by Attila's Atlas.

As Alex walks to his class in Babbio Center, he takes in his surroundings and feels a sense of excitement for the new semester. He notices how beautiful the campus is and thinks about all the opportunities that are available to him. Suddenly, he realizes that he has no idea where Babbio Center is located. He checks his schedule and sees that he only has a few minutes before the class starts.

Alex quickly takes out his phone and opens Attila's Atlas, the campus navigation app he recently downloaded. He types in "Babbio Center" and the app displays a map of the campus, with the building highlighted in blue. Alex is relieved to see that the building is not too far away and that he still has enough time to make it to class.

As Alex starts walking, the app shows him turn-by-turn directions on the map and provides him with a clear and concise route to follow. The app also updates his estimated time of arrival based on his walking speed, ensuring that he can get to class on time. Alex appreciates how the app has taken the stress out of navigating the campus and has allowed him to focus on his studies instead.

As he gets closer to the building, the app sends him a notification, letting him know that he is approaching his destination. He looks up and sees Babbio Center looming in front of him, its modern architecture contrasting against the traditional brick buildings on campus. Alex feels a sense of pride that he is attending such a prestigious university and is excited to explore more of what the campus has to offer.

In conclusion, Attila's Atlas has made Alex's life easier by providing him with a user-friendly navigation system that has allowed him to arrive at his class on time without getting lost. The app has also given him the confidence to explore the campus and get involved in extracurricular activities without worrying about getting lost. Thanks to Attila's Atlas, Alex is ready to tackle the challenges of college life head-on.

Persona Picture:

