Personas and Scenarios

**Persona 1**

**Adele 35 Transport Manager/Supervisor**

Adele is 35 and a Transport Manager/Supervisor. She has travelled and worked on many different transport systems across the country and has a wide range of knowledge, she has excellent IT, and engineering skills and is able to perform any tasks from miner ones to major on any system.

She has been working at her current job for 5 years and knows her way around the systems like the back of her hand.

She went to university and study a Degree in Computing and also studied engineering at college. She doesn't have a family and she lives in a house with some of her friends. She has near perfect eyesight but it is slowly deteriorating. Unlike her colleges she likes working on new systems, and learning how they work. However after working on a number of different systems she has found that they are all very different and has her own preferences, she hopes for a newer systems that won’t be too complicated to configure as she may not need to update parts for some time, and keeping it simple overall would allow her to do her job a lot quicker if updates need to be made regularly.

**Scenario**

**Old system**

Adele has been approached by her boss who wants a report on the bus systems around the city on the footfall and which routes gets the most travel. This is not an uncommon request for her as she is constantly reviewing routes to optimise them as much as possible to keep them within the budget. However there is no simple way to check this for every bus route, she only has the tickets sold and the overall gain of a bus when it gets into the station and a bus can be out for hours at a time before it comes back. All of her statics are estimates the ticketing office doesn’t keep track of all the tickets it sells only the large ones such as monthly and yearly deals. There is a profit margin for the route in whole which is counted at the end of the day but it does not say when most of these travels were made. The only real feedback they get each time are usually from the drivers or the passengers being packed into busses.

**Persona 2**

**Monica 18 Student**

Monica is a new student at her cities university she is studying physics at a master’s level and is really looking forward to her new course. She has lived in the same city for 4 years now and knows the main areas of town. She doesn't know many of the different modes of transport as her college was just around the corner form her house and her mum would always give her a lift into and out of town whenever she needed it. She has perfect vision and is skilled at using computers and it doesn't take her long to learn a new system so long as it is explained to her properly.

The University is completely on the other side of the city from her and because of a more iritic timetable her mum will not be able to give her a lift all the time so she will need to make her own way though the city. Something she is quite apprehensive of as she doesn’t like using busses as they do not give clear stop names.

**Scenario**

**Old System**

"Hurry up Monica!" her mother screamed up the stairs "Its past eight twenty now you are going to be late for your first day!"

Monica who has been stalling upstairs hoping to force her mum into giving her a lift resorted "I don’t know what to put on, I want to make a good impression."

"Fine be late then I have to go, I will not be taking you in you know I have to leave early today I need to go, get the 21 into town then you will need to ask someone there how to get to university bye love you!" the slam of the door quickly followed Monica launched herself down the stairs grabbing her stuff as she did.

"Mum wait!" she shouted but her mum was already pulling out pointing down the road and waving. Looking around she saw that a bus was coming with a large 21 on it saying city centre. Running she got to the stop in time and waved it down.

"errrm… on.. One to city university please" the words stumbled out of her mouth as she got her purse out of her bag. The bus driver looked through his rather large spectacles at her like she was an idiot.

"You can't do that here I can only take you into town, you can get a ticket here just for that but you will need the 81 bus a day ticket can be used that’s 3 pound 40."

Feeling a bit relieved that she was able to get the bus number she dumped a £20 note on the counter.

He pulled a face thinking about all the counting he would have to do,

"Do you have anything smaller" the driver scoffed and hissed with a sharp edge to his voice "I don’t want to give all my change out now".

"ssss sure"

Rummaging around her purse she extracted the exact change mostly in 50 and 10p's thinking that he wants the change. As he watched her count our change he scowled at the prospect of him still having to count out the money.

She takes her ticket. As she walked down the bus he took off quickly complaining about students and young people and wasting time and now he was late. She decided to move further down the bus in hopes to get away from the anger at the front.

**New System**

Monica looked at her new token it had finally arrived in the post this morning. It looked nice shiny and smooth to touch.

“Monica” her mums head popped around her door “Ahh good it’s arrived perfect timing” she said after spying the token “My car is out looks like a flat tire, I can’t take you today”

Usually this news would be a bad thing for Monica she is traveling to the university’s new campus which she has learned requires a trip on a bus a tram and another bus, ‘*why can’t they just make it simple*’ she thought. However today they have made it simple, well simpler as now she won’t get glared at by a bus driver.

“Did you put money on it?” Monica asked her mum looking up.

“Yes it’s got £30 on it, that should be enough but I guess we will see how much it really costs after today” she said as she waved her phone around the door looking smug.

Feeling relived that all she needs to do now was remember which stops to get on and off at, she collected her things and went to catch the bus. It pulled up and as usual the same bus driver she met on that first day was behind the wheel as she stepped on, trying to hide her amusement at his annoyed face she proceeded to swipe her token as she had seen people do before. A very satisfying beep came back and the driver scoffed saying she could get on ‘would *nothing please him*’ she thought.

Walking to the tram stop she started to get nervous she had never travelled on these stupid road trains, but she knows where she is going epically after staring at the map for a good 10 minutes before it arrived.

“Where to?” she jumped at a sound of the conductors voice.

“Fare lane please” she said giving her token to the conductor, again another satisfying beep and she continued on her way.

The next bus was the same as the first and getting back was easy. ‘*This is better*’ Monica thought as she got back home.

**Persona 3**

**Gary 30 General User**

Gary runs a very busy schedule, he has a 7 year old son named George and a 4 year old girl named Susie.

He drops them off at school and nursery when he can. He works in finance and likes to get good deals and keep track of what he spends, he also travels for work and claims expenses every now and then. He has reading glasses. He is sometimes forgetful as he has a lot to think about.

**Scenario**

**Old system**

Taking George an Susie to school and nursery is very hectic Gary has to keep hold of Susie's hand and stop her from running off and telling George to stay close as they are waiting for the tram, he has his hands full with his briefcase their coats and lunch bags, both children are constantly asking him questions and talking as he tries to pay for them and himself. He normally buys weekly tickets one for him and a child one for George, Susie travels for free as she is under the age of 4.

Monday: paying for the first ticket in the week is a struggle as he has to hand over all his change while keeping an eye on his children and make sure he has the correct amount and receives the correct change and tickets while holding all the bags.

Tuesday: the journey is still as hectic he still has all his hands full and both children with him, but this time he only needs to find the tickets he bought at the beginning of the week finding them in his wallet along with the last few tickets he purchased in previous weeks. He shows the conductor the slightly crumpled tickets and they are on their way.

He is hopeful however as a new system is being tested where users can use tokens to pay for their fares which he is really looking forward to. He has heard that the token enables him to put money into his balance and to pay for all his fares without worrying about messing up the tickets.

**Persona 4**

**Leevie 23 foreign user**

Leevie is a 23 year old student from Norway and speaks some English. He studies languages and would like to improve his English. He enjoys traveling and would like to visit many places when he visits an area, he can't drive so uses public transport a lot. He has very good eyesight and leads a healthy life style. His family are in Norway and he wants to branch out on his own, he feels nervous traveling alone and likes to be prepared and plan.

**Scenario**

**Old system**

Leevie has arrived at his destination in Sheffield an now needs to travel to his hotel it is very busy and there are a lot of distractions as people rush around, he did some research and could have bought tickets before his trip however he wasn’t sure how he would receive them or what was best for him. So he decided to get them when he arrived, because he isn't sure what he needs and would like more information about what is available as he has forgotten most of the details, he can speak/read some of the language but isn't fluent so hopes the system will be simple to use, being able to find out more information about the available options he makes his decision and is pleased with how easy and simple it seemed as he can now use this on all transport in and around the city.

**New system**

Its 5:50 pm and Leevie has just arrived at his destination! The bus station. He has done his homework and knows that he could either buy a ticket on the bus which will take him to his hotel or if he should get a Visitors card and use that for his travel throughout his trip.

He walked up to a terminal which has a big green button on it which he can just about makes out says start. Upon pushing the vibrant green button a lot of options are presented to him with lots of writing which he cannot fully understand. However he sees a language option, he feels happier that he knows he can change the language if he gets really stuck.

He studies the options on the screen and sees the visitors icon he eagerly pushes it and he can see a £ sign, thinking this is the part where he inserts his allowance onto the card he inserts £40 pounds into the machine. A few minutes later a card is presented to him and the screen goes back to the start screen.

Feeling happy he walks onto the bus swiping his new card and a satisfying beep comes from the reader sitting down he looks forward to exploring this city