

# User Personas

## Persona 1: Olaf Lmao



Age: 32

Location: Toronto

Occupation: Construction Worker

### Personal Characteristics:

- Ambitious
- Introverted
- Single

### User Description:

Olaf is a hard-working and driven construction worker who has recently been diagnosed with Crohn's disease. As a result of this diagnosis, he needs to use the washroom multiple times a day however, he does not know of many publicly available washrooms near his construction sites. His work also entails frequent changes in working sites and adapting to those changes becomes a struggle for Olaf.

### Goals:

- To be able to have access to multiple washrooms nearby at his different work sites
- Stay informed about the real time statuses of nearby washrooms

### Frustrations:

- Focusing on his demanding workload while also dealing with the severe symptoms of his illness
- Adapting his health needs to the frequent changes in work-sites
- Finding out nearby businesses with hygienic available washrooms have closed down
- Managing his need for available washrooms whilst also experiencing other severe symptoms of Crohn's disease e.g abdominal pain and cramps
- Being inaccurately informed of the open/closed statuses of nearby washrooms

## Persona 2: Elsa Shahiak



Age: 46

Location: Ottawa

Occupation: General Manager in Toronto

### Personal Characteristics:

- Punctual
- Shy about her disease
- Travels alone
- Single and ready to mingle

### User Description:

Elsa is a working woman who commutes to Toronto from Ottawa multiple times a week for work. Unfortunately for Elsa, she suffers from Colitis disease which makes her need to use the washroom multiple and random times during her commute.

### Goals:

- To be able to plan about multiple washroom stops during her trip beforehand
- Not have to worry about her disease and improve focus on her work, and especially her long drive / commute

### Frustrations:

- Finding a washroom to use without having to purchase an item / be a customer
- Going to a washroom only to find out it has been closed
- Being unable to bookmark washrooms on the way of her commute
- Not being informed of correct washroom timings

### **Persona 3: Anna Arendel**



Age: 78

Location: Toronto

Occupation: Retired

#### Personal Characteristics:

- Nice
- Helpful
- Caring

#### User Description:

Anna is a lovely, old lady who loves to drive to visit her grandchildren. Her husband has Crohn's and so she knows of the struggles of what it is like to live with that disease.

#### Goals:

- To make the world a better place

#### Frustrations:

- She knows of many good bathroom spots from her many trips with her husband, but isn't able to add them to the app herself
- Being unable to add good public spots to the app so other users know of the locations
- Being unsure of how to support the app so it will be able to continue to help others

## **Business Owner Personas**

### **Persona 4: Bill Johnson**



Age: 40

Location: Toronto

Occupation: CEO of Atlas Department Stores

#### Personal Characteristics:

- Strategic Leader
- Ethical
- Customer-focused
- Innovative
- Collaborative
- Adaptable

#### User Description:

Bill Johnson is the 40-year-old CEO of "Atlas Department Stores," a worldwide chain known for its upscale shopping experience and extensive product selection. Bill is known for his sharp business instincts and his commitment to corporate social responsibility. Under Bill's strategic leadership, Atlas has expanded its footprint globally, while also prioritizing its commitment to community support and customer service excellence.

#### Goals:

- To maintain and elevate Atlas Department Stores' status as a premier shopping destination that is also recognized for its community support and inclusive environment.
- To identify and pursue corporate initiatives that not only drive business growth but also reflect the company's commitment to making a positive societal impact.
- To enhance customer satisfaction and loyalty by providing amenities that cater to a diverse client base, including accessible washroom facilities for those with special needs.

#### Frustrations:

- Finding scalable community support initiatives that can be implemented across all store locations.
- Ensuring that any partnerships or programs align with the Atlas' values and operational capabilities while genuinely addressing community needs.
- Balancing the company's economic objectives with its social responsibility goals

## Persona 5: Sophia Martinez



Age: 34

Location: Toronto

Occupation: Owner of Latte Lounge

### Personal Characteristics:

- Entrepreneurial Spirited
- Community-focused
- Visionary planner
- Passionate
- Extroverted
- Popular within local community

### User Description:

Sophia Martinez, age 34, is the passionate owner of Latte Lounge, a beloved local coffee shop in the heart of a bustling neighborhood. Known for its cozy ambience, exceptional coffee, and strong community ties, Latte Lounge is a popular spot for locals and visitors alike. Sophia prides herself on her hands-on approach to business and her commitment to creating a welcoming space for everyone.

### Goals:

- To strengthen Latte Lounge's reputation as a community hub and inclusive gathering place.
- To support local initiatives and programs that resonate with her clientele and reflect her values of community care and engagement.
- To differentiate her coffee shop from competitors by offering unique services and amenities that cater to the needs of her diverse customer base.

### Frustrations:

- Managing the operational and financial aspects of participating in additional programs or services while maintaining the environment and ambience that her customers expect.
- Working to respond to customer needs and feedback, especially regarding the inclusivity and accessibility of Latte Lounge, to foster loyalty and trust within the community.

## Admin Personas

### Persona 6: Jimmy



Age: 36

Location: Toronto

Occupation: GoHere Admin

#### Personal Characteristics:

- Organized
- Not tech savvy
- Methodical

#### User Description:

Jimmy is a GoHere admin focusing on interacting and communicating with businesses. This includes processing applications made by business owners who want their washroom to be added to the GoHere app as well as communicating with sponsors. Additionally, he also handles requests from users to add a public washroom to the app just because he is already familiar with the process of inspecting and adding washrooms. He wants to ensure that all washrooms added to the app are up to standard before being recommended to the users as well as maintaining healthy relationships with sponsors and business owners

#### Goals:

- To be able to review new washroom requests sent in by users to accept or reject them.
- To review requests sent by business owners who want to volunteer their washroom.
- To inspect the requested washroom by dispatching a representative to the washroom's location to do the inspection.
- To accept or reject washroom requests based on the result of inspection.

#### Frustrations:

- In the app, there is no option for business owners users to volunteer to add their washroom to the app. They must do it through the website which many owners find cumbersome, and hence requests are lower than expected.
- There is no in-app feature for users to request to add a public washroom to the app. This means the app only shows business-owned washrooms when there are many more public washrooms in the area.
- Accepting and rejecting requests has so far been done manually by keeping track of emails from the business owners. This is tiring and error-prone.
- Currently, the app offers minimal benefit to sponsors making it difficult to incentivise donations and maintain sponsors.

## Persona 7: Charlotte



Age: 45

Location: Toronto

Occupation: GoHere Admin

### Personal Characteristics:

- Creative and expressive
- Not tech-savvy
- Meticulous

### User Description:

Charlotte is a GoHere admin who focuses on processing user ratings and feedback sent through the GoHere app. She handles reports for washrooms that have been reported by users to be unavailable to be added to GoHere. She strives to ensure that the information present in the app is up-to-date and accurate.

### Goals:

- To be able to easily update the in-app news banners to provide users with information.
- Wants to be prompted if there are a large number of reports for a particular washroom so that she can verify if the washroom is available.
- To be able to view user ratings and feedback to improve the quality of the application and suggested washrooms.

### Frustrations:

- There is no in-app form for the users to submit ratings or feedback so she must check her email instead of an admin portal.
- The current app has no content management system to update news banners so it is difficult to get information to users.
- The current app does not supply users with real-time availability updates for washrooms so many reports are sent in for the same washrooms.