



Samantha

Student

20

University of Washington

Communications

On-Campus

Pains

- Running into Construction
- Finding Bike Racks
- Hills and Stairs
- Being Late
- Loneliness During Commutes

Goals

- Knowing About Construction
- Being Able to Find Bike Racks
- To Avoid Hills and Stairs
- Being Timely
- Social Interaction

Bio

Samantha has a busy schedule split between her clubs, classes, and her part time job. She prioritizes truancy and timeliness and wants to be as efficient as possible. Samantha often bikes or walks to and from class/work and wants to find easier and faster routes around campus.

Desires

- Time Management
- Easy directions
- To Have An Understanding of Campus Resources and Amenities
- Find and Commute with Friends

Technology

- Bike
- Smart Phone
- Laptop