

Summary

For my project I am working on a smarter system in cars to encapsulate the end user's digital needs while driving. This can include trying to offer all features of a smart phone through a simplistic way that any driver can use while causing minimalistic interference to the drive. After evaluating the different types of people we expect to interact with the system, mostly different types of drivers, it has been parsed down into the top two personas that we need to design for. This includes; the working mother who need to drive her kids around and handle the carpool as well as staying connected to her calendar and cargo area while driving, and the Uber driver who spends almost all of his time on the road but still needs to stay connected to his home life while driving since his livelihood is driving. From these two personas I can later formulate my final requirements from these overlapping personas. In the end Rachel (the working mother) has been selected as the primary persona for the project.

Persona 1: Rachel Hernandez

- Age: 32
- City: Irvington, Oregon (Portland area)
- Job: Accountant
- Family:
 - Husband (Joseph; 36) (drives a Mercedes C-class; rarely interferes with Rachel)
 - Daughter (Mary; 12)
 - Son (Juan, 8)
 - Dog (Whinny, ~5)
- Education: MBA from Cal State
- Current vehicle: 2018 Lincoln MKX Reserve
- Prior vehicle: 2014 Ford Escape Platinum
- Preferred vehicle type: Small SUV, more cargo space
- Cell phone: iPhone XS Max
- Wearable: none

Biography

Rachel met her husband Joseph during their Sophomore year at Cal State; she commuted most days to school since she was working at the local H&R Block as a Junior assistant part time. She relies heavily on her car and now into her professional life she relies even more on her car. She needs to easily get to work daily and commute her kids to school. Her daughter Mary loves soccer and has proven herself into Jr Varsity at the middle school. Her son Juan has recently joined the school band playing the tuba.

Rachel also drives the office carpool on Mondays. Which usually requires an early start to the day to get Mary and Juan to school and then head to the nearby suburb to pick up her coworkers. Rachel has a bad habit of using her phone while driving; this usually included texting the carpool group that she was almost there or ordering on the Starbucks app on the way to get through the drive thru quickly. She would also need to check her calendar to see which soccer

fields Mary would be playing at that evening. Unfortunately, she has been pulled over twice for distracted driving and has racked up about \$450 in fines for it.

Rachel also takes the family dog; a terrier mix they adopted 2 years ago; to the nearby dog parks for some family fun. However, she has found it tough trying to look over the back seats to check on Whinny. Whinny does not like riding in the tailgate of the SUV and sometimes gets car sick. So, when Whinny starts to lie down or paw at the wall, she knows she needs to pull over to avoid a carsick dog. Two weeks ago, Rachel heard some noise and tried looking over the back seats to see if Whinny was ok and nearly missed a stop sign.

Summary (Key takeaways)

- Rachel has had some issues with distractive driving since she is heavily relying on her smartphone when driving.
- Rachel needs a way to monitor her cargo area (when Whinny is present)
- Rachel spends a good amount of time driving. From errands for the family to Monday carpool.
- Rachel needs to be able to drive safely with all of her different patrons.
- Rachel sometimes needs to carry lots of patrons from her daughter's soccer team to her carpool. Also carrying larger items like her son's tuba.

Persona 2: Kai Song

- Age: 57
- City: Orinda, California (San Francisco Bay Area)
- Job: Uber Driver
- Family:
 - Husband (Kevin, 63)
 - Son (Arnoldo, 29)
 - Cat (Mittens, 19 months)
- Education: Bachelor of Quantity Surveying from Universiti Teknologi Malaysia
- Current vehicle: 2015 Toyota Prius
- Prior vehicle: 2009 Ford Focus SE
- Preferred vehicle type: Sedan, gas efficient
- Cell phone: Samsung Galaxy S7
- Wearable: LG Android Wear

Biography

Kai met his husband by chance when he got an Uber Ride request and picked up Kevin from a New Year Eve Party on Treasure Island. Kevin was heading back to Orinda where he lived with his 9 year old cat Butterscotch. They started talking on the ride back to Orinda and realized they had a lot in common. Kevin not knowing Kai's number put his cell phone number and a message in the Uber review for Kai. 3 years later they got married.

Kai originally came to the Bay Area in 2016 and needing work started driving for Uber; a newer "Rideshare" company that was offering large incentives, especially in the Bay Area. Driving in this area allowed Kai to earn a livable wage to get a small apartment in Albany and to save up and get a slightly used Toyota Prius to help cut back on the gas prices. Kai has a pretty good system for dealing with the Uber app he uses the LG Android wear to get driving directions through haptic feedback and has the phone mounted on the window.

Kai's small phone makes it hard to multitask when Kevin messages about dinner plans or needing him to do stuff on his way back to Orinda from San Francisco. Kai frequently misses notifications from Kevin since he is busy following navigation instruction and is too fearful to take phone down when driving to check due to SFPD. He also makes it a policy not to answer phone calls while driving. Because of this he misses most messages from Kevin. Kai finds himself also wishing he had a larger map view to help navigate the many one way streets in San Francisco; he frequently misses a turn or ends up in a blocked alley way that irritates his passengers. Which can hurt his Uber rating; and Kai heavily relies on the SF bonus income which can be affected by user rating.

Recently Kai gave Kevin a kitten for his birthday to help him cope with the loss of Butterscotch. The new kitten, Mittens, has lots of needs and Kevin frequently ends up spending the evening nursing the kitten and keeping it warm. Kevin messages Kai about grabbing dinner on his way home but most of the time these messages go missed since Kai gets fares heading back to Orinda.

Summary (Key takeaways)

- Kai needs to stay connected to Kevin and others when driving without being obvious to the Uber customer.
- Kai needs a better mapping system with more cues to follow than his small cell phone can provide.
- Kai can benefit from features like DND for calls so he can avoid phone ringing while driving.
- Kai could benefit from a central system to show him his Uber route and next pickup without using the phone (which SFPD is strict about).