



Primary Persona- Commuter 1

Persona:	UI Technologies Software Tester
Photo:	
Fictional name:	Techno Adina
Job title/major responsibilities:	Software Tester
Demographics:	<ul style="list-style-type: none">● 25 years old● Single● 'Mother' of 3 cats● Lives in the metropolitan area of Cluj-Napoca: Floresti● Has a Bachelor Degree in Computer Science
Goals and tasks:	<p>She is a goal-oriented professional within an emerging IT company. She uses public transportation every day. One of her main concerns is reducing the time spent on commuting and buying subscriptions. She would like to use the electronic travel card, but the system does not cover the metropolitan area, although buses are configured to support the payment. Sometimes uses Uber or Taxi to travel around the city due to bus scheduling.</p> <p>WOW factor: an online ticketing service covering an expanding city.</p> <p>Spends her work time:</p> <ul style="list-style-type: none">● Testing software,● Creating test cases.
Environment:	She is a Proficient Internet user: web and mobile for work, social media, online shopping, e-mails, databases, scripting.
Quote:	"I never have cash!"

Primary Persona- Commuter 2

Persona:	TDC Administrative Clerk
Photo:	
Fictional name:	Pricey Max
Job title/major responsibilities:	Administrative Clerk TDC
Demographics:	<ul style="list-style-type: none">● 46 years old● Married● Father of three children● Lives in Marasti, Cluj Napoca● Has a college education in Economics
Goals and tasks:	<p>Some of his concerns are pricing, payment security and data collected within the app. He owns a car, but uses public transport to get to work because it is cheaper and more time-effective since the bus lanes were implemented. He uses the electronic transportation card, but he is sometimes forced to buy paper tickets, due to the ATMs processing errors.</p> <p>WOW Factor : discounts for yearly subscriptions.</p> <p>Spends his work time:</p> <ul style="list-style-type: none">● Arranging travel department activities and schedules of work as part of effective office management and managing and maintaining records pertaining to office expenses and supplies.
Environment:	He is an intermediate Internet user. Uses internet for: Internet, e-mail, online shopping.
Quote:	"What are the costs involved?"

Secondary Persona- Visitor

Persona:	Entrepreneur START UP
Photo:	
Fictional name:	Eco Matias
Job title/major responsibilities:	Entrepreneur START UP
Demographics:	<ul style="list-style-type: none">● 35 years old● Engaged● Lives in Berlin, but visits Cluj for events on a monthly basis● Has a Ph.D. in Political Sciences
Goals and tasks:	<p>He is a dedicated supporter of sustainable products and his goal is to raise awareness of eco-friendly solutions across the world. He comes to Cluj once per month and was surprised to experience the lack of digitalization for public transport ticketing: his German credit card was not accepted by the Ticketing ATM and he could not use card payment in any Ticket Stop. He was forced to pay extra by using payment by SMS.</p> <p>In addition, bike sharing required him to access a different type of card, which required extra bureaucracy. Considers that encouraging public transportation use will decrease traffic jams and pollution and improve overall standard of living.</p> <p>WOW Factor: Green Transportation</p> <p>Spends his work time:</p> <ul style="list-style-type: none">● Looking for new business opportunities for sustainable products.
Environment:	He is an Advanced Internet user: Internet, e-mail, social media, spreadsheets, databases, presentations.
Quote:	"Is this solution eco-friendly?"