Anxieties

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| **A picture containing person  Description automatically generatedGreg** | **The Student**  Secondary    Education :- Bachelor of Science in Software Engineering  Computer Knowledge:- Very High  Computer Usage:- Very High |
| Picture, name, slogan  Greg is First year student at a university currently pursuing software engineering.  He was an avid skateboarder in his high school days (used to love the skate rink, pulled off stunts during the weekends) but had to quit the act of joyriding due to an accident he faced due to an overestimation of his abilities made by him. Ever since that accident Greg has been more concerned towards his safety. Greg generally prefers walking as the method of transportation from his dorm to his university. | Needs    Greg would love an App which is easy to navigate through and accessible. Being a beginner in the area of E-boards, he would love to have an encyclopedia of terminologies (or an inscription). The application should allow him to search and ask certain questions he has in mind regarding his decision for purchasing a board/scooter. He also prefers if the app wouldn’t distract him with obtrusions such as biased recommendations and advertisements for a specific brand. |
| Goals  Experience goals: - Having an application which is easy to use, gives useful insight, efficient, shouldn’t be obtrusive (with advertisements, biased products coming up as recommendations), Having terminologies friendlier to beginners.    End goals:- Getting a resolution for the decision, Providing guidance (gps, shortcuts) in the future  Life goals:- reduce time to commute, having fun while commuting | The scenario  One day, Greg was walking from his dorm to the university and saw a fellow student riding on an electric skateboard which spiked his interest. Greg asked the student about the electric board and was fond of it. The next day Greg found himself to be stuck in between classes where he had to run from one to the other. He decided he wanted an electric scooter/skateboard. Being on a strict budget. He decided to use the application to gain some insight on which model/type to buy. Greg went straight to the forums asking for a beginner ride. He made a few friends through the use of the forums and they referred him an electric skateboard (a lot of built-in safety measures) which would be suitable for his budget and would complement with his background in skateboarding. |

Likely :- forums

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| **A person wearing glasses  Description automatically generated with low confidenceMichael** | **The Professional**  Secondary  Education :- MBA  Computer knowledge :- high  Computer Usage :- high |
| Picture, name, slogan  Michael works at a business firm as a financial analyst. He loves the outdoors. Before he used to drive to work but then sold his car and got an electric scooter which he uses it to commute to work. He lives about 35 minutes (walk) from work. He chose to buy an electric scooter because of its size and payments (no insurance, gas payments). Michael has owned the electric scooter for 1.5 years. | Needs  Michael wants the app to be intuitive, which would give him a good oversight of where he’s heading while commuting.  He would also prefer if the app could mention the current elevation (topography) if he’s travelling off-road.  He would also prefer if the app was more battery efficient and also less stressful on the phone’s CPU |
| Goals  Experience goals:- detailed overview of the area , Clear instructions while implementing shortcuts  End goals:- Having a more enjoyable commute while improving on travel time.  Life goals :- To make commutes not boring ,keeping the mind afloat while commuting, | The scenario  Michael has recently been finding his commutes to work to be boring. He goes through the same streets and roads everyday He also wants to take advantage of the fact the electric scooter can take paths which other vehicles can’t.  After a referral of the application from a co-worker. Michael used the application’s shortcut feature which would plan out a shorter commute back home with more off the road pathways which would make it slightly more adventurous and a scenic commute back home. He uses a wrist mount to safely monitor his destination. |

Likely :- gps map

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| **A picture containing person, outdoor, child  Description automatically generatedCarl** | **The delivery man**  Primary  Education:- Bachelor of Science  Computer Knowledge :- Medium  Computer Usage :- low |
| Picture, name  Carl is working as a delivery man at a Local courier depot, He has to make multiple deliveries every day. He has been using an electric board for 3 years for making deliveries. He finds the use of an e-bike while delivering goods/parcel to be extremely convenient. | Needs  Carl would like an informative UI which would present all the available parts/upgrades/options for his bike.  He would also like to access the forum for any parts or modifications recommended by fellow riders in the app  Wouldn’t prefer any biased reviews or recommendations |
| Goals  Experience goals :- The app should give information, allow the user to browse through large variety, app should give good recommendations.  End goals:- to get good parts for customisation / upgrade  Life goals:- to improve on declining performance of the bike (by upgrading it) and have a faster delivery time. | The Scenario  Carl has been noticing that his board has been declining in performance and battery endurance due to age (wear and tear) and has decided to modify/upgrade/customise his bike. Carl implemented the application to browse through a catalogue of different parts he requires and also used the forums for any modification tips or part recommendations from the fellow riders from the community or maybe even replicate existing profile designs. |

For the story board :-

Carl delivers something extremely late due to his boar

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| **A person wearing a hat  Description automatically generated with low confidenceBrendan** | **The extreme sports enthusiast**  Suplementary  Education:- N/A  Computer Knowledge :- Medium  Computer Usage :- Medium |
| Picture,name  Brendan has been obsessed with extreme sports since a very young age. He started riding dirt bikes and skateboards since a very young age. Michael has won very many local events. He got interested in electric skateboards due to features such as good torque,acceleration and also due to the unregulated laws around electric boards . He rides around with his friends around the town. They have an e-board club called “”. | Needs   * Have a detailed overview for the race circuit * Allow users to create, edit and save their own race circuits * Should provide alerts (if the user is reaching a corner ) |
| Goals  Experience goals :- The app should provide clear instructions , Should provide overview of users around.  End goals :- To make electric skateboarding a sport (X games), To compete professionally in  Life goals:- Having a good time with friends, making new friends | The scenario  Brendan has been wanting to race around with his friends, also to find other competition. After some advice from his friends, he decided to use the geographical map of the app. It displayed the brief overview of riders around the area, Brendan decided to invite them all over a race circuit created by a fellow user. During the race the application would use the phones vibration motor to alert the user for upcoming turns and would also display directions of circuit while the race is going on. |

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| **A person riding a bicycle  Description automatically generated with medium confidenceEmily** | **The Cyclist** |
| Picture, name  Emily is an avid mountain biker. She also loves to go on hikes and explore the nature. She works as a conservationist and uses a road bike to commute to work. Being a conservationist, she has a very positive attitude is regards to the implementation of electric vehicles. Emily loves the concept of electric scooters and boards and is also aware of the application (ehub) which the demographic widely use. | Concerns   * To make sure that laws are regulated for electric skateboarders. * To make sure that the app abides to the regulations required for navigation. App allows shortcuts made by other users but does not abide to any local laws or restricted areas in the geographical region. * Also afraid of the fact that the app encourages gang mentality (riding with friends, being a menace to society) * Having unregulated laws can cause riders to exploit their freedom such as illegally street racing with friends or maybe the app could be used to track down a specific user (privacy laws) |
| Goals  End goals:- To have a quick safe commute    Life goals:- To make sure there are laws regulating the user of electric skateboards and scooters. Get a safer/secure vehicle to commute (Electric Car) | The scenario  Emily was commuting back on a Friday night. She notices an extremely fast object approaching her and then it collides into her.  Luckily both of them were unharmed(few scrapes and cuts for the one responsible), but the aftermath caused Emily’s bike to be completely damaged from the front and the e-board rider’s board to be completely totalled. The cause of the accident was due to the fact the Rider was his smartphone while riding as he was looking at shortcuts from the app. Emily was quite angry due to the fact the rider wasn’t paying attention while riding. |

Real bias