## **UNH Campus Traffic Navigation Web App**

Mitchell Tilton, Raghav Rajkumar, Jacob Copp, Kelly Zhang, Luke Grella

Develop ~3 personas each team. (Key information: name, role, (age, ethnicity...), background (frustrations), goals and needs.)

## An Example

User: Fred Fish, Director of Food Services "Get me out of the office and into the kitchen"

**Background**: Fred is director of foodservices for Boise Controls, a mid-sized manufacturer of electronic devices used in home security systems. He uses a computer, but he's a chef by trade and not so *computer-savvy*.

**Key Goals**: As a manager, Fred doesn't get his hands (literally) dirty the way he used to. He stops in at all the Boise Controls sites and sticks his fingers into things once in a while to stay in touch with cooks and cooking. He wants to learn computer tools but not at the expense of managing his kitchens. A computer is just another tool for getting his administrative tasks done.

**A Usage Scenario**: At the start of every quarter, he meets with the head chefs and plans out the next quarter's menus. That's one of his favorite things, because each chef gets to demonstrate a new meal. The chefs spend time in the kitchen exploring each new dish. When they're done, he sends the food to his staff and his manager.

He's not a computer whiz. On a good day, he can drag in some clip art and do some formatting with fonts. Once in a while, he'll format menus with the new editor on his MacBook Pro.

User: Jim Doe, Freshman at UNH

**Background:** Jim is a freshman at UNH who isn't quite sure how to get to his classes. His dorm is at Stoke and he would like to get to his classes in the most efficient way possible.

**Goals:** Jim wants to get to his classes as fast as possible to make time for other activities. Being new on campus he's a bit overwhelmed by the number of buildings and people. He has classes all around campus and needs to find a quick walking path from class to class, but would also like to explore to get a better feel around town.

**Usage Scenario:** Jim needs an easy way to find the traffic conditions, walking paths, and entrances to buildings.

User: Allison Ashford, Communications major

**Background:** Allison is a sophomore from Hanover, NH majoring in communications in COLA. She uses her laptop to take notes and type out assignments for class, but primarily uses her phone.

**Key Goals:** Allison is a night owl and often stays up pretty late working on assignments or hanging out with friends, and wants to be able to sleep in as much as possible before class, and that involves optimizing her routes around campus. She has a lot of demand on her time and also needs to make it to important classes and various appointments.

**Usage Scenario:** While she has been on campus for about a year, she isn't too familiar with parts of campus she doesn't visit daily, and needs to minimize travel time and be more confident of her destination when attending her many classes, career info sessions and other meetings on busy days. She's willing to run and take any shortcuts on rarely used or unorthodox paths and even through buildings to get to places on time while maximizing her time at the places she needs to be

- Durham Resident
  - o John
  - 0 55
  - Wants to know how to navigate around UNH campus to get to events/destinations.
    Would like to go on walks.

User: John Smith, Resident of Durham

**Background:** John is a 55 year old who lives just off Main Street in Durham, Hampshire. He's an avid walker and has two dogs. He has college aged kids that have moved away for school. **Goals:** In his free time, John wants to take long walks with his dogs in terrain that isn't super difficult. He also is not very fond of the loud college kids and would like to avoid the traffic created by them.

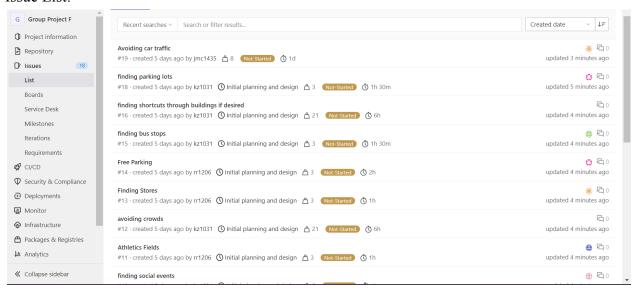
**Usage Scenario:** John needs to find the safest, and feasible hiking trails for him and his dogs, as well as avoid big spurts of traffic. Not being a student, he does not have a parking pass anywhere, so sometimes parks in various lots to access different parts of campus too far from his house, but hates having to pay 1.75/hour to park.

Develop 5-10 user stories for each persona (~20 in total).

- 1. As a new student, I want to know where my classes are on the first day in order to reduce stress.
- 2. As a new student, I want to learn the best shortcuts among campus to save time.
- 3. As a new student, I want to find locations quickly in order to balance other activities.
- 4. As a new student, I want to find social events to attend so I can make friends.
- 5. As a new student, I want to avoid crowds in order to get to my classes quickly

- 6. As a new student, I want to find the bus stops on campus to travel to my events
- 7. As a current student, I want to see a list of possible routes to get to my destination so I can choose a path.
- 8. As a current student, I want to discover new paths so I can get to my destination quicker.
- 9. As a current student, I want to discover new parking lots so I can park closer.
- 10. As a current student, I want to find free parking so I can park on campus without getting fined.
- 11. As a current student, I want to know the fastest way to a store downtown so that I can purchase goods.
- 12. As a current student, I want to know where the athletic fields are so I can shoot around with friends.
- 13. As a Durham resident, I want to find the most scenic routes so I can enjoy my walks.
- 14. As a Durham resident, I want to discover new routes around campus so I can avoid busy paths and avoid traffic.
- 15. As a Durham resident, I want to avoid the on campus activities so I don't get stuck in traffic.
- 16. As a Durham resident, I would like to find the most bike-friendly pathways so I can bike around campus.
- 17. As a Durham resident, I would like to find paths with sidewalks so I can walk around safely.
- 18. As a Durham resident, I would like to find local hiking trails in Durham to stay active.

## Issue List:



Issue Board:

