

## Persona: Jiana Algonquin new student (primary)



“I want to reach my classroom on time”

### Description:

- Age: 20
- Name: Jiana
- Student: Algonquin College
- Nationality : Spain
- Program : Computer Engineering
- Motivation: High
- First year Student
- Have HTC one smart phone
- Takes public transportation

### Goals and Attitudes:

- Wants to find correct location on time
- Wants to find the an fastest indoor route to get the class when weather is bad
- Find out how long it will take to get from one class to the baseline station

### Tasks:

- Uses app to find a room in Algonquin
- See online map of Algonquin college
- Before leaving home , she calculate the best direction for her, when she has multiple choices
- Follow the steps given by app such as what is the next step , when she arrives a intersection

### Skills and Knowledge:

- Speaks English, Spanish
- Uses technology to solve problems
- Experienced in using Google map on phone
- Good in finding locations

### Context of use:

- On the first day of college she felt nervous about new environment, now she is bit comfortable
- Checks Algonquin website maps before she arrives on campus
- Uses maps on her phone to learn more about campus
- Uses 3G connection to get the directions
- Uses HTC one phone

## Persona: Jagdish Information desk worker (secondary)



“Helping people gives me real satisfaction ”

### Description:

- Age: 24
- Name : Jagdish Katadiya
- Student: Algonquin College
- Program : Computer Technician
- Nationality: Indian
- Motivation: High
- Like to meet new people
- Have good patience
- Like to help others

### Goals and Attitudes:

- Want to help people to find correct location
- Ensure people can understand or memorize the direction
- Ensure people don't take detour
- Support and encourage new students

### Tasks:

- Use app to find a room in Algonquin
- Make a mark on the map for others
- Show others how to use the app to find a room

### Skills and Knowledge:

- Can read and explain map
- Proficiently use Google map or other map applications on phone
- Good at oral explanation
- Speaks English and Hindi
- Excellent in assembling computers

### Context of use:

- Sits at the help desk in front of library in A building
- Has maps that he hand it out to new people who ask for helps
- Uses app to show the directions easily
- More than 20 people talk to him on daily basis
- Need a better tool to reduce the line up

## Persona: Bob Visitor (secondary)



“I hate getting lost”

### Description:

- Motivation: Low
- Name :Bob Martin
- Age : 50
- Nationality: Canadian
- Education: University Of Ottawa
- Work: JKS technologies(Owner)
- Likes music and movies
- Have Nexus 5 smartphone

### Goals and Attitudes:

- Want to find Algonquin theatre
- Attend the event or meet friend on time
- Don't want to lost in Algonquin
- Get there before the performance starts
- Figure out where to park

### Tasks:

- Find their current location on a maps
- Find the nearest parking lot
- Find a nearest washroom or cafeteria in Algonquin

### Skills and Knowledge:

- Speaks English, Spanish and French
- Good in reading maps
- Have good computer skills
- Know about business strategies
- Good knowledge of MS-Word and Excel
- Intermediate in using smartphone apps

### Context of use:

- Algonquin visit to attend event “Business Meet up”.
- Drives to campus
- Parks on campus
- Uses maps from both at home and on campus
- Uses 3G connection to access maps