

# Persona Title: Transportation Planner

Name: \_\_\_\_\_

Keywords	Rail Operations	_____
	Transportation Engineering	_____
	_____	_____
	_____	_____

(Description / Drawing)

## Key Questions Now

- 6+ years working at current job
- Has typically had other CITY jobs
- Masters Degree (Urban Regional Planning)
- In their 30s/40s
- Has a high-level understanding of tech
- PC/Windows based?

1. How do they “Collect, organize and maintain data collected from field site visits.”?
2. How do they “reach out to the community to understand metro’s needs”?
3. What software are they using at work? – (Reporting software?)
4. What problems exist within the subway metro system (related to data) exist now?
5. Do others interact with metro data? – Do they present reports?

## Needs

- A way to see what proposals they should request from LA Metro management
- Generic way to identify what construction project to propose next (updates/new)
- A quick way to identify how the metro trains are operating

## Goals

- Do their job efficiently and without errors
- Make Better Decisions – Plan proposals that will be most impactful for LA metro & their image
- Manage employees and project in the most efficient way

## Pain Points

1. Not an efficient way to collect the data needed to accurately plan propositions and identify metro needs
2. There is no way to hold the previous (dated) methods of collecting metro data accountable
3. Creating reports from the current data recieved is a tedious process

## Potential Solutions

1. A quick way to create a metro health report
  - Which lines are the slowest
  - Between which stations fall the problem
  - What time of day is an issue
2. A way to monitor (in real time) how the trains are performing so they can allocate resources
3. A way to share accurate data to the public to better metro image