

# Persona Title: General Public

Name: Henry Collins

Keywords	MTA	_____
	Metro	_____
	Expo	_____
		_____

(Description / Drawing)

## Key Questions Now

- Commutes to work on the metro
- Typical internet usage on a smart phone
- Makes decisions based on data
- In their 20s/30s
- Has a basic understanding of tech
- Android user
- Research their surroundings

1. What questions do they have about the general rail performance?
2. What are the biggest pain points they experience with metro timing?
3. What type of information or tool would help them with their metro experience?
4. How do they use data in their metro experience now?
5. What data visualizations have they been exposed to and understand now?
6. Is there anything missing from technology they use for the metro?
7. What do they think of wait times while using the metro?
8. How accurate is technology with their metro experience?

## Needs

- A way to see how the metro did on their commute historically (how on-time?)
- To know how long my wait might be at the metro station (waiting for multiple trains?)
- To know what days the metro is too ‘congested’
- See if Google metro data is accurate

## Goals

- Get to their destination (work or home) more efficiently
- Spend the least amount of time in the metro station
- Understand whether or not their current technology tools are effective

## Pain Points

1. Metro is not on time currently
2. There is no way to tell how accurate my Google Maps trip was
3. I am waiting too long at the metro station for the train
4. The train I am on is too busy

## Potential Solutions

1. A ‘saved’ commute report that is sent to the user weekly
2. A comparative tool to examine how accurate Google is for metro predictions
3. A morning notification/warning that tells you what you can expect on the metro based on previous data
4. A quick way of seeing how the metro has performed today so far (to inform my decision)