PERSONAS + JOBS TO BE DONE

Team: Subway Surfers

Application name TBD

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Personas

Our personas consist of:
- Noah Garcia, a Native New Yorker who's best friend is his metrocard.
- Nancy Sinatra, a new New Yorker from Boston, going to college in the big apple.

GOALS

- A habituating app to help him traverse New York City easily and will fit his busy life.

FRUSTRATIONS

- Lack of usability of the MyMTA app
- Unannounced delays
- Lack of transparency on which stations are and are not accessible.

"Work hard play harder."

MOTIVATIONS

- Wants a promotion from being punctual.
- Keeping up with NYC trends

FREQUENTLY USED APPS

PERSONALITY

- Outgoing
- Hard working
- Social butterfly
- Keeping up with the latest trends

USER PROFILE

A stereotypical New Yorker who lives in an expensive studio apartment and has a business degree at Baruch CUNY. He enjoys visiting his friends who live across the five boroughs and has the latest smartphone. Noah is very punctual and has a type A personality. He wants to be on top of the latest train delays and reroutes to stay on time and needs an app to help them do that. Noah has glaucoma and needs an accessible app and train stations to assist him in navigating the concrete jungle called New York City.

THE NATIVE NEW YORKER

Noah Garcia

30 yrs | Administrative Assistant
Park Slope, Brooklyn, New York

GOALS

- Get around the city without stressing about being on time.
- To experience minimally stressed subway rides.
- To board the correct train.

FRUSTRATIONS

- How to pay for MTA services and what are the best options.
- Notifications about things that don't really affect her.
- Information overload.

"Will I get to classes on time?"

MOTIVATIONS

- To explore New York City.
- Visiting college to meet friends and for networking opportunities.
- Commute with ease.

FREQUENTLY USED APPS

PERSONALITY

- Outgoing
- Hard working
- Punctual

THE COMMUTER

Nancy Sinatra

26 yrs | Graduate Student
Newark, New Jersey

USER PROFILE

Nancy was living in Boston with her family. She is currently studying at New York University and occasionally travels back home on weekends to spend time with the family. Sometimes her university requires her to be on different campuses which are in multiple parts of the New York City.

Jobs To Be Done Frameworks

As a commuter I want to	increase	my knowledge	about my commute	when I am traveling to avoid being stressed
Customer Self Identificator	**Direction of Improvement**	**Product or Process**	**Person or thing using the product or process**	**Contextual clarifier**

Research

We used Interview technique to capture our data by asking open ended questions and formalising a structured approach. For the Interview we started with following set of questions.

1. Do they regularly commute through New York City?
   a. If they answered yes: Do you use an application to help you navigate?
   b. If they answered yes: What were their thoughts while using an app? How easy was the app to navigate?
   c. If they answered No to the second question: do they use any other app which helped them? Why or why not?
2. Are they familiar with the Metro Systems/different ways to get around NYC?
3. What things does the app tell you about commuting in NY?
   a. What things did they wish it did too?

By the end of the interview, the aspects that we had been considering throughout the ideate stage had been satisfactorily addressed with some improvements, such as a clean user interface and customized pop-up notifications.

Results

Were there specific pain points that stood out?
- How busy a train is
- Notification update on delays
- Live location/landmarks
- Community based navigation
- Unattractive appearance/cluttered UI
    - Information overload

Did you have conflicting opinions on interpretations of the data?
- We all agreed on the questions so our results were very precise. Conflicts about what the best solution to the pain points came up, primarily if the app should focus on navigation or not.
- We ended up agreeing on crowdsourced navigation, notification updates on common routes and information about travel targeted towards people not familiar with the NYC MTA.

User Personas vs Jobs To Be Done

Both personas and Jobs To Be Done are approaches that helped us to understand the users and validate their needs.
- User personas identify who the users are and what their goals are.
- Jobs To Be Done identify the goals and the possibilities to achieve those goals.

There were some pros and cons of both of the methods such as:

User Personas
- Pros: Keeps the user front and center and this method allows for more agile development so the design can grow more easily over time.
- Cons: For it to be useful we need to define the goals appropriately.

Jobs to Be Done
- Pros: Ensures that users will accomplish their goal with your app
- Cons: Still susceptible to assumption

User Personas vs Jobs To Be Done cont'd.

For us, it was easy to define jobs to be done because in jobs to be done we would be defining a goal to be accomplished which we already had in the beginning at the point of ideation and after the interviews, we had a concrete goal to be achieved.

We had more problems with user personas as we needed to create a user who is going to represent the whole user group in which his/her motivation, goals, and frustrations should align with that particular user group.

User Needs

Defining user needs was difficult because we were comparing our preposition with existing competitors.

A native New Yorker knew exactly what they needed from the system, where as a new New Yorker who didn't really know about the system also didn't know what they wanted/needed.

We had a set of user needs outlined before the research, but post the research we realised things that we thought were necessary turned out to be not necessary for users and things that we thought weren't necessary were actually a priority for the users.

Now after the research was conducted, we are more confident about having the right users needs.