

<p>Photo</p> 	<p>Alison Wilson</p> <p>Mother with a young family</p> <table border="1"> <tr> <td data-bbox="715 190 914 548"> <p>Background</p> <p>Age - 34</p> <p>Occupation - Council administrator (Part time)</p> <p>Field of Study - Business Studies</p> <p>Level of expertise - Diploma</p> </td><td data-bbox="914 190 1457 548"> <p>Main Points</p> <p>-Alison has a busy life with three children and a part time role with the council.</p> <p>-Alison lives in a village in the west midlands.</p> <p>-She has a diploma and is technologically literate.</p> <p>-Alison has a happy family life however wishes she had more time in the day.</p> </td></tr> </table>	<p>Background</p> <p>Age - 34</p> <p>Occupation - Council administrator (Part time)</p> <p>Field of Study - Business Studies</p> <p>Level of expertise - Diploma</p>	<p>Main Points</p> <p>-Alison has a busy life with three children and a part time role with the council.</p> <p>-Alison lives in a village in the west midlands.</p> <p>-She has a diploma and is technologically literate.</p> <p>-Alison has a happy family life however wishes she had more time in the day.</p>
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<p>Goals</p> <p>-Alison would like to save time during the day so she can have more time for herself.</p> <p>-She wants to make travelling with the children easier.</p> <p>-She wants to reduce the amount of time it takes to get through the gates at the train station as she travels to work on the train after dropping the children off at school in the morning.</p>	<p>Alison lives the village of Shenstone in the West Midlands with her family of three children and her husband Phillip. Phillip often works away from home as he is a consultant in a business development firm. He often leaves the family during the week and then returns at the weekend to spend time with the family.</p> <p>The family can only afford one car which Philip takes to work with him during the week, leaving Alison to travel on public transport. The family live next to the local train station therefore Alison often takes the train to save time.</p>		
<p>Frustration and Pain Points.</p> <p>- One of Alison's daughters has behavioural issues and will has tantrums if her mother ignores her. Alison needs to buy tickets as quickly as possible.</p> <p>- Alison buys the same ticket everytime she travels to work and would like a system that recognises this fact</p>	<p>Alison's life is busy during the week with the children. The two eldest children Emily and Sarah are on the development programme for one of Birmingham's top athletics clubs. The girls attend training at school three mornings per week and have to travel to Birmingham city centre once a week with to attend club training which is important for selection to the national team heats. The youngest daughter Charlotte has behavioural issues and often throws tantrums in public places which is very stressful for Alison.</p>		
<p>Scenario Titles</p> <p>1.Alison is late for work and needs to buy a ticket quickly so she can arrive to work on time.</p> <p>2.She has to take all the children to Birmingham to attend a mid week athletics competition.</p> <p>3.She is travelling to a job interview for another position within the council but has to go to work first to print off her updated resume.</p>	<p>Alison wishes she had more time during the day as she has to take the children to school, get to work and take her children to sports training. She makes many short trips during the day.</p>		