User Persona

Persona 1
Dereck John

Key Attribute

Add adjectives to describe this persona

- Overthinker
- Planner
- Educated
- Wealthy
- Meticulous

Short Description

Add phrases to bring this persona to life

Dereck is a recent college graduate that has landed a job in the public transportation sector. Per his job description, he's responsible for looking at America's trends in public transportation to write a yearly report on the state of public transportation.

Needs

Add the persona's reasons for taking this particular journey

In order to complete his job well, Dereck must be using the most recent data when writing reports on public transportation in America. His research is always extensive, but they often lack visuals to help him and his coworkers visualize some of the concepts and data they are always referring to.

Challenges

Add pain points or potential frustrations

Public transportation data is abundant, but it is often uncleaned. Additionally, there exists few, well-thought out data visualizations of all this data. All these challenges makes it hard for Dereck to write thorough reports on the state of transit in America.

Opportunities

Add ways that your product or service can address the pain points

A quality public transportation app will allow for an easy way to sort and visualize ridership data, which is a key component when analyzing the successes or failures of public transportation systems. It will also make it easier for analyzing trends within systems over the years. This app will also provide the most up to date data on public transportation ridership data. All of these are opportunities for Dereck to complete his report to a higher standard and more efficiently.

User Persona

Persona 2
Winona Smith

Key Attribute

Add adjectives to describe this persona

- City planner
- Environmentally conscious
- Political advocate
- Visual learner

Short Description

Add phrases to bring this persona to life

Winona is a city planner for the local city of about 100,000 residents. Her focus is on public transportation and improving the city's interconnectedness. She advocates for increasing other modes of transportation while also decreasing the city's reliance on cars.

Needs

Add the persona's reasons for taking this particular journey

Winona wants to advocate for more public transportation within her city. In order to do that, she needs to show the residents of her city, as well as city council, the importance of public transportation and what other cities are doing. She needs data that is easy to digest and a way to visualize that to craft a compelling argument for public transportation.

Challenges

Add pain points or potential frustrations

Public transportation data is often complicated and confusing to look at for people not in the industry. Additionally, there exists very few, simple, compelling data visualizations of this data. These challenges make it hard for Winona to craft compelling arguments for improved public transportation in her city.

Opportunities

Add ways that your product or service can address the pain points

A quality public transportation app will allow for an easy way to interpret and visualize public transportation data and ridership. Detailed ridership data will also help to better understand current usage patterns and identify areas for improvement in the public transportation network, which aids in Winona's work as a city planner. A public transportation app that provides clear, visual representations of ridership data could help Winona make more informed decisions and gain support for her proposals.