

PERSONA



Angelique

20, college student

Angelique is a college student who studies in NY. She commutes everyday to school. Her schedule is pretty flexible which means she doesn't get affected by rush-hour schedule, but still commutes regularly

Nadia

45, Tourist

Nadia is a 45 NY Tourist who decided to check in at a hotel in New Jersey since it is cheaper there. She is a frequent tourist w/ this routine & she would usually take the NJ Transit bus to travel to NY and back to NJ



Gerry

36, employee

Gerry is an NJ resident who works at a 9-5 job in NY. He is a regular rush-hour commuter for almost 10 years already.

Martin

18, commuter (with disability)

Martin likes to commute around using the bus whenever his parents or siblings are not available to drive him around. He uses NJ Transit bus to roam around areas in NJ and New York.



common needs :

All four personas utilizes the NJ Transit (Bus) to travel and are having trouble with the current NJ transit app. They wish the app could provide more useful information & services such as real-time and accurate schedule (changes) updates