



Persona type

Name Mike Boucher

Age 20

Location ~~Brooklyn~~ New York, NY

Technical comfort High

Job Title College Student @ Pace University

✂ Feel free to doodle!

Back story

Tell us a bit about their responsibilities and interests.

- sophomore @ Pace University
- Studies CS w/ a minor in Spanish
- Works a part-time internship
- Visits family for school breaks & some long weekends (in Smithfield, RI)

- ~~is a relationship~~
- loves all things nerd culture
- budget-conscious

Motivations

How have they found or heard about the website/service? Why would they be interested?

- Family - Mom basically ~~did~~ did all the research when he was accepted to college
- Looking for affordable transportation

Goals

What do they want to get out of this service? What are they aiming to achieve?

- Affordable, efficient transportation between home & school
- Comfort during the trip/entertainment(?) → get some work done
- reliability
- ~~smooth~~ smooth trip

Barriers

What would stop them from visiting, choosing and using the website/service. What would annoy them as they use it?

- -uncomfortable ride experience
- -unreliable service
 - no way of tracking arrival time → can't update parents who will be picking him up and/or has to leave a huge arrival time window for class
- -unpredictable ride experience
 - ↳ outlets? wifi?
 - ↳ can't plan ahead for online homework
- -ticketing → have to use spotty ticketing app

Quote

We'll know we've done a good job when this persona tells us

"The trip was pretty uneventful."

orangebus.