

User Persona

User Persona: Cynthia Lee

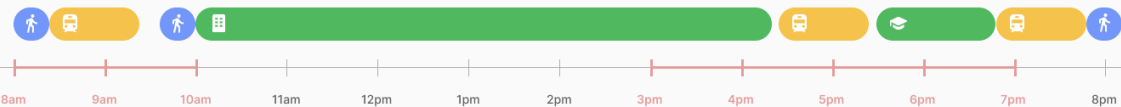


"It gets so scary at night as I have to walk alone. Wish I had someone to walk with me, or could just know if there's something I should watch out for"

Personal Information

Age: 26
Gender: Female (She/Her)
Housing Location: Croydon, NSW
University Location: Ultimo, NSW
Job Location: Barangaroo, NSW
Means of Commute: Walking & Train
Weekly Commute: 4 Days (1.5 hrs to-and-fro)
Monthly Commute Cost: Approx. \$217
Occupation: Graphic Designer (\$30 Per Hour)

Commuting Timeline & Cost



About Cynthia

Cynthia Lee is a first year post-graduate student at University of Technology Sydney. She's doing Master of Information Technology, and has been coding for a while, which makes her studies easier.

While her parents are financially supporting her education, she is on her own when it comes to living, transportation and leisure expenses. She applied for a junior role as a graphic designer to help carry out her expense. Her job covers up all her costs, but she needs to be extremely frugal about her spendings.

Cynthia feels frustrated that her classes are late in the evening and she needs to walk alone to the train station at night. She has a constant anxiety about what will happen to her during her commute. She wishes she had friends in her university that she would keep her companion throughout her time in university.

Cynthia's Key Points

Motivation:

- Making New Friends
- Alleviating Anxiety
- Time Management

Goals:

- Make new friends in her university and network professionally with trusted people
- Have a peaceful and stress free commuting experience to her class, work and home
- Find an affordable single bedroom apartment near the city area

Pains:

- Feels she's out of touch with the events happening near her university
- Frustrated about not being able to find friends in her city

Commuting Technology

Commuting Apps:

- TripView (Paid)
- Google Maps
- Opal Travel

Devices/Services:

- iPhone 13 Pro
- Macbook Air
- AirPods 2
- Telstra 100GB Unlimited Plan

General Apps:

- TikTok, YouTube
- Facebook, Instagram, Snapchat
- Slack, Microsoft Teams

User Experience Story (With Solution)

Cynthia woke up at 7:00 am to get ready for her work which starts at 9:00am and till 3:00pm. Her workplace is hybrid, and she chose to work from home today since she had class tonight. After finishing the work, she checked the UniTalk for the train timetable and found out there was a report showing her university region was partially flooded. She put on the gumboot and grabbed an umbrella to prepare for the weather condition.

While commuting on the train, a UniTalk notification popped up, which showed a drunk person in the tunnel where Cynthia usually walks from Central station to UTS. After seeing this notification, she decided to take an alternative way to UTS. On the way to uni, she saw Sharetea, a beverage store, was having happy hour for \$5 for one large boba tea. She then captured the promotion banner and shared it on UniTalk as an event post. Once she reached the uni, she received a badge from the app as lots of users approved her events. She went through the nice comments that the users left and felt content.

After two tutorials in a row, Cynthia finished her class at 9:00pm. She felt a bit concerned about walking to Central station alone as it was still raining and the notification about that drunk person was still active. She then opened UniTalk to search for a walking group. She entered her location and departure time and found that two walking groups would leave in 10 minutes and 15 minutes. She joined the closest one and sent a message to the group requesting them to wait for her outside the UTS library. She shared her location with the group on the app. After the group approved her request, they could see each others' locations.

After waiting for a while, the group approached her and walked together to the station. She felt much safer and finally got to socialize with people after a long lonely day. She added one of the walkers, Areej, as a friend on UniTalk and had a conversation on the app on her way back home during her train commute. When she got home, she opened Areej's profile and used the compliment feature to leave a lovely message for her. Upon doing so, Areej climbed up to the top of the leaderboard for this month. Areej then sent a message to Cynthia, thanking her for the compliment as she received the UTS food voucher.