

User personas

Visitor

sports attendees

- Sporty Steve/ Airport Anne
 - only needs one line to get to/from stadium/airport
 - really only has one option
 - just needs info so s/he can know whether to expect delays or issues

tourist

- Traveling Tanya
- wants to get to key sites throughout the city during his/her visit: historic district, museum district, etc.
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Commuter

daily commuter

- Working Wendy
 - Travels twice daily between home and work
 - Might have multiple travel options (EL only; EL to Trolley)
 - Might work 9-5; might work irregular hours

occasional commuter

- Occasional Commuter Olivia
 - Alternates between driving & taking the train
 - Maybe lives/works in the burbs
 - Sometimes has to visit work sites throughout the city
 - Takes SEPTA when weather is bad

student

- High Henry
- Travels to and from school Mondays through Fridays
- When's the last train home from wherever I am (I don't know)?

accessibility

Official

SEPTA official (whoever runs @SEPTA SOCIAL ?)

- Dispatcher Dave
 - wants to know as soon as there is an issue that has delayed the train

Non-SEPTA official (patco, police, etc)

- Patco Percy

- doesn't need to know about septa issues only patco ones