

roo

**a mobile information service
for bouncing around town**

persona and scenario

Persona

Lorena Flores

an on-the-go single mom
making a life in America



Age 29

Background Spanish immigrant

Location Pittsburgh, PA

Family

Husband planning to move to US

3 Children: Teresa, 2; Simon, 6;
and Nicole, 9

Employment

Full time mom, part time temp
Has nursing background, but is
obtaining US certification.

Income \$28,000

Goals

End Goals

Wants immediate access to accurate information on all available mass transit systems, and a way to deal with unforeseen schedule changes.

Experience Goals

Wants to use the device with ease, and feel like she has assistance juggling her day to day tasks and navigating a new environment.

Life Goals

Wants to provide for and spend quality time with her children.

Typical Day

Chaperone Simon and Nicole to school by 9am

Attend various appointments while caring for a toddler:

- INS office visits and related arrangements

- well-baby clinic

- temporary assignments through agency

- nursing certification/training

- grocery shopping, Rx pickup, etc

Pick up kids from school at 4pm, take them home

Travel to various locations for occasional temp shifts
and coordinate childcare with family as necessary

design process

Personas

Lenny – mid-50s family lawyer loses ability to drive, wants to maintain practice

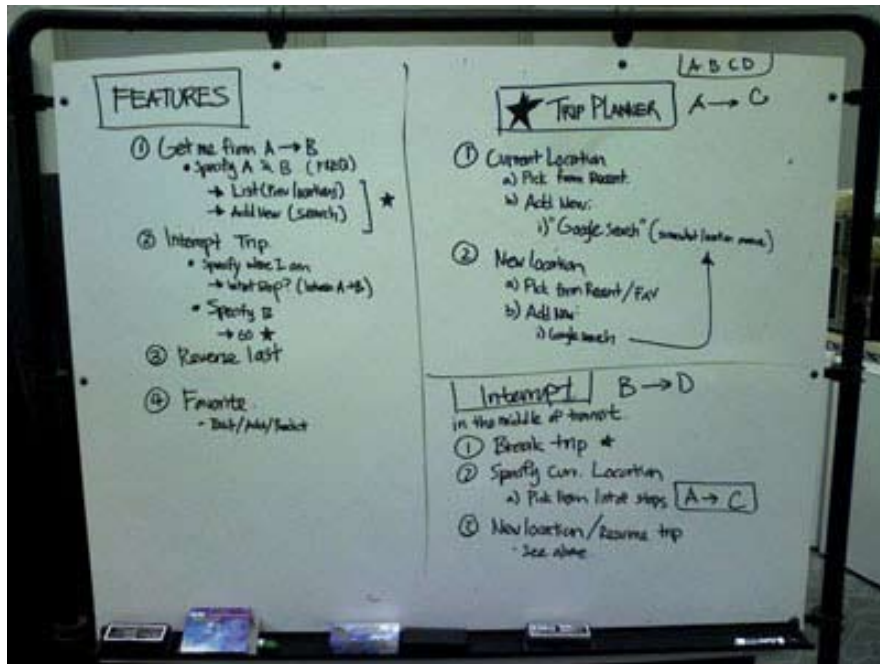
Claudia – Latina single mom in urban sprawl with support from extended family, uses public transit to save money

Tina – African-American single mom, has to deal with multiple agencies, child care, relies upon public transit

Lorena – Recent immigrant, adjusting to life in US while waiting on husband to clear immigration

Amber – stay-at-home Army wife, husband in Iraq, lives near in-laws and needs help caring for kids and being head of household

Needs



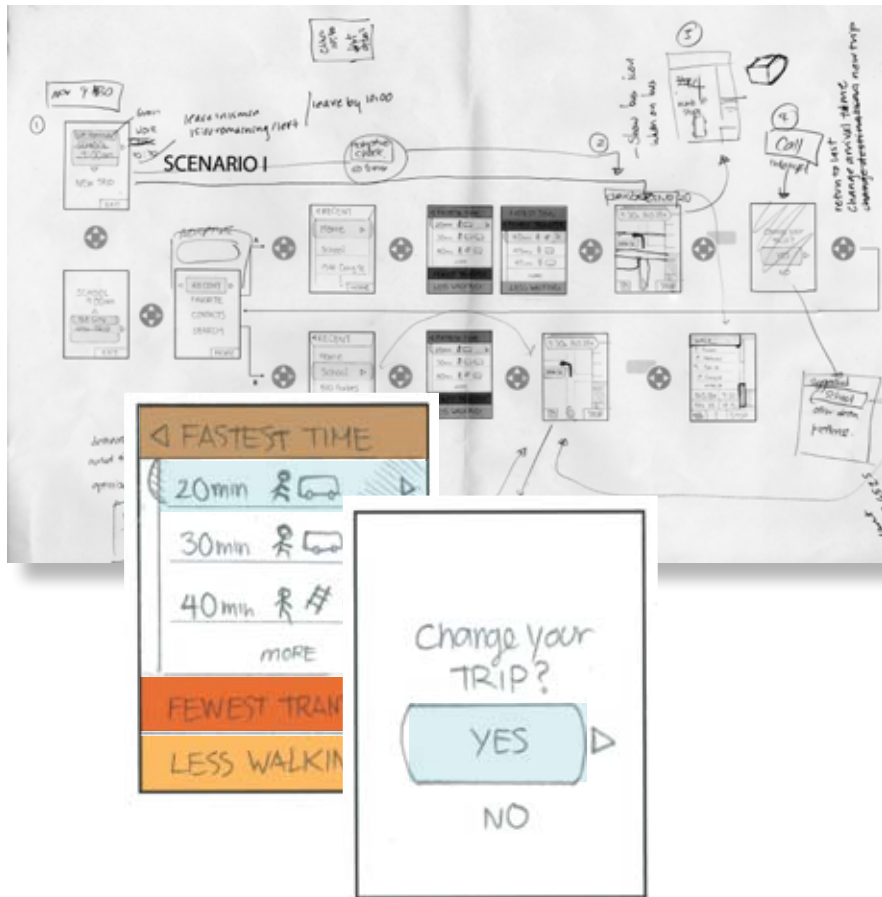
Trip interruption

Planned list of activities
needing a change

Complex trip scheduling

Need to go to multiple locations

Scenarios



Tried multiple changes for each persona before being excluded

Altered scenarios and implementations while wireframing

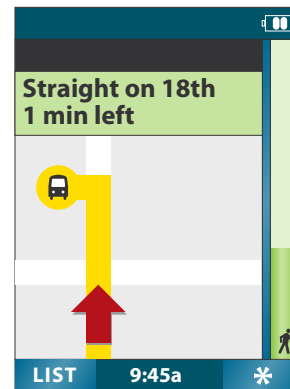
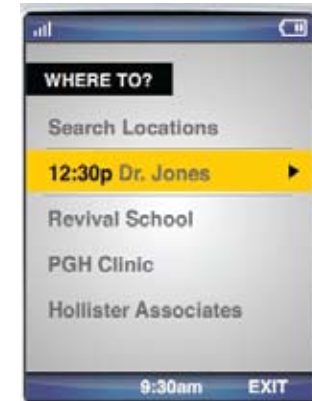
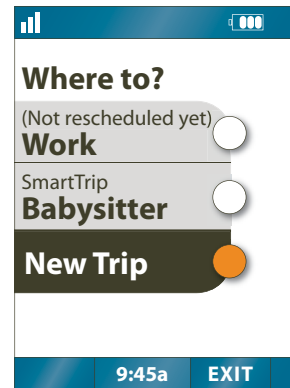
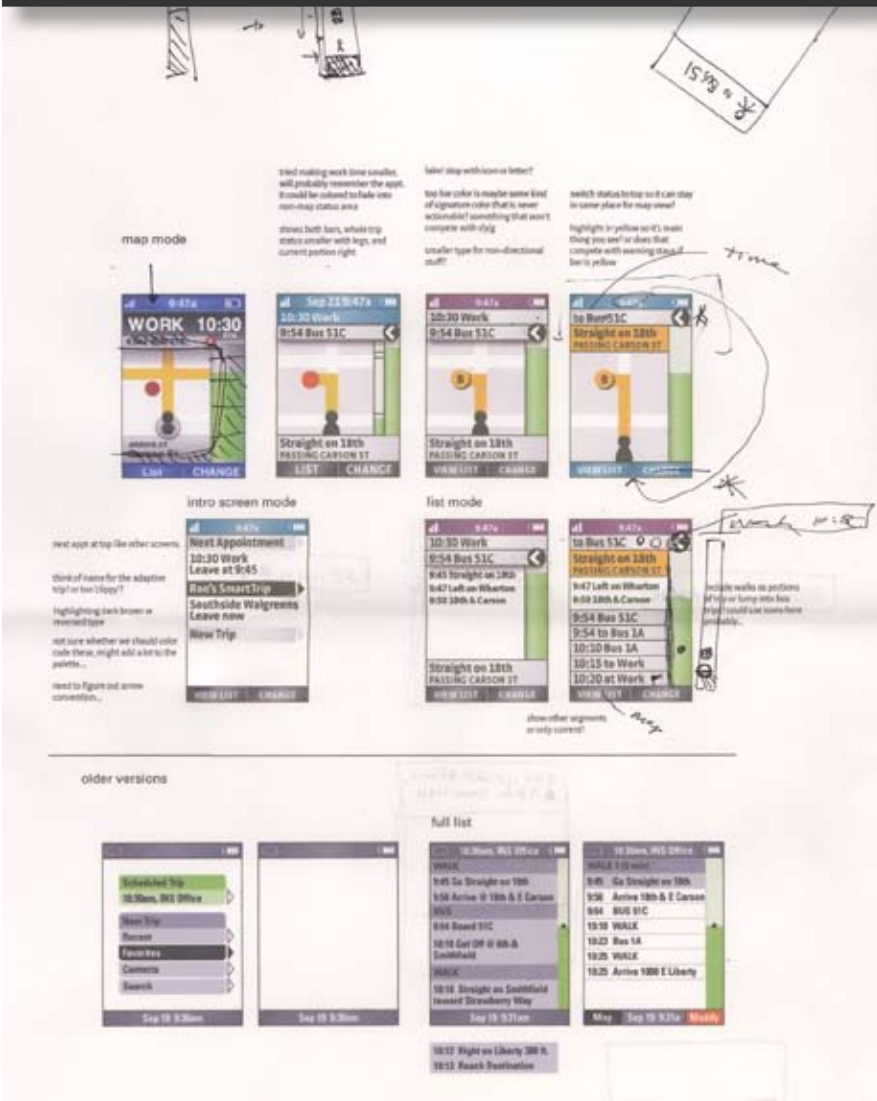
Whiteboards, Post-Its and Photos

Easy to rearrange to show different ideas and document our process

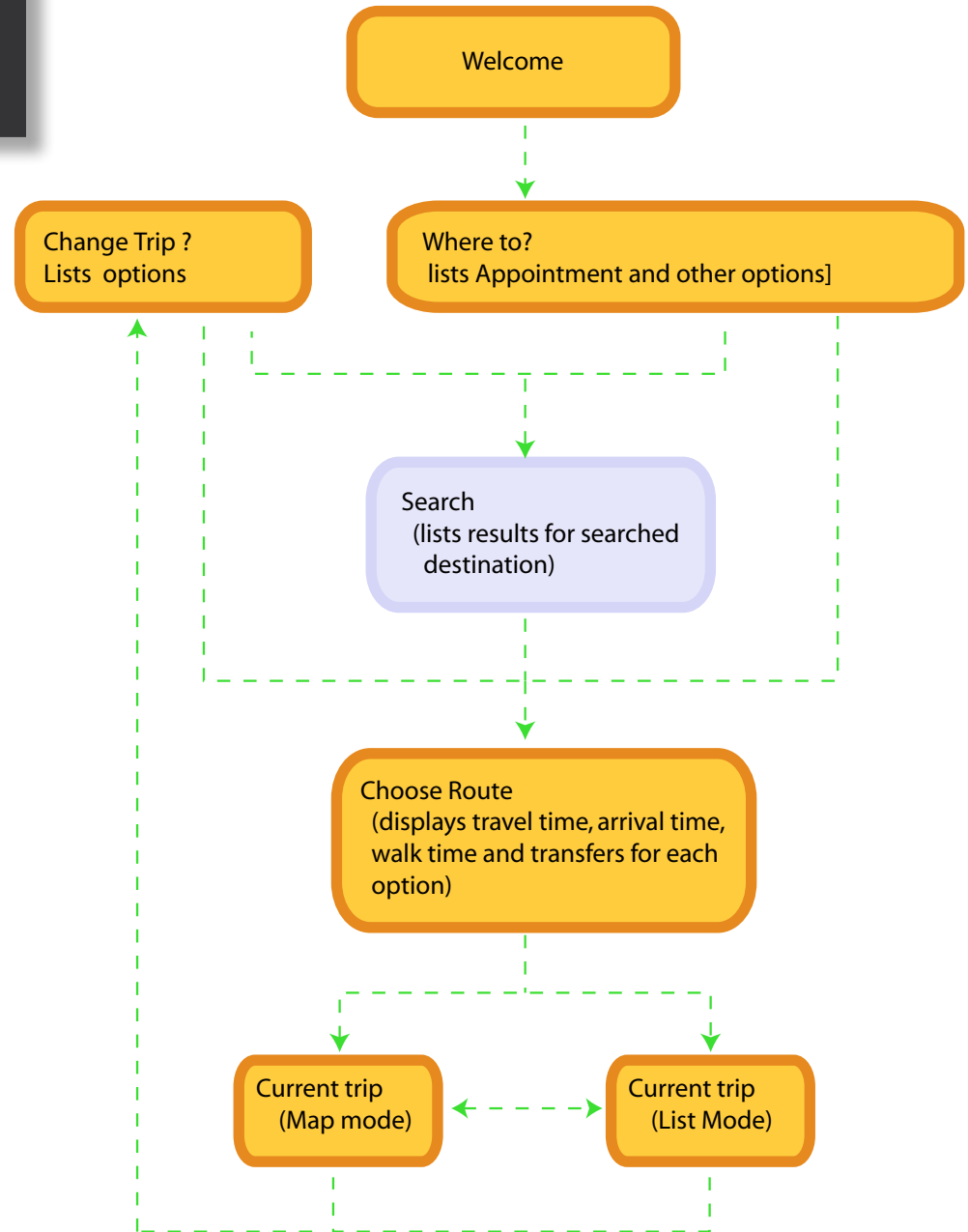
Walkthroughs/"What If's?"

Used our mobiles to imagine what the experience would be like

Screen Design



Flow



Scenario

Disruption of a planned day

Lorena is running errands, has just gone to the post office and is on her way to a doctor's appointment at Allegheny General Hospital.

School calls to say Nicole has a high fever.

Lorena needs to get back to school, and pick up Nicole.

interface demonstration

thank you.
questions?