



# IT2Rail



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No: 636078



# Information technologies for Shift to rail

## D5.2 – Travel Companion Specification

### Annex 1: Persona, scenario & user story



# Introduction

As part of its contribution to the travel companion specifications (task 5.2), attoma has worked on a detailed version of Jane's persona. This work has been presented to partners during a workshop in Paris on September 7th, 2015 with the goal to reach common agreement on user needs.

The current document is attoma final deliverable based on partners feedback collected during the workshop. It covers the following topics :

- Jane's features;
- Jane's user story;
- Overview of Jane's needs at each step of the journey;
- Association of user needs with functions of the travel companion.



# Jane's features

*Personas are fictionalized characters which are created to fully understand the target user's way of life and needs.*



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No: 636078

# Jane's features



NAME	Jane
AGE	42 yo
CITY	Berlin
JOB	Architect
LIFESTYLE	2 kids, likes to travel with her family

## A travel companion to facilitate my trips!

### Transportation mode

Jane uses **public transportation** during the week to get to her office. **Planes and trains** are useful for business trips. She uses **her car** only on weekends but rarely for long family trips.

### Travel frequency



Jane **often travels in Europe** for professional reasons. Rather quick round trips, for which **efficiency and punctuality** are the priority. For family trips, **logistics matter**: 4 persons cannot travel unexpectedly.

### Digital devices



**Laptop, smartphone, e-reader.** Jane has recently bought a connected watch. She doesn't own any other connected devices.

### Used app



She **daily uses** the following applications: Süddeutsche Zeitung, Agenda, Spotify, Candy Crush, Facebook. **Monthly uses**: Linked In, Deutsche bank. **Sometimes**: Trip Advisor, Waze, Runtastic.



# Jane's story

*The user story is used to describe the persona's routine. It links events to user needs in a narrative which helps designers to immerse themselves into the person's experience.*



# User story



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No: 636078

# User story



# User story



# User story



# User story



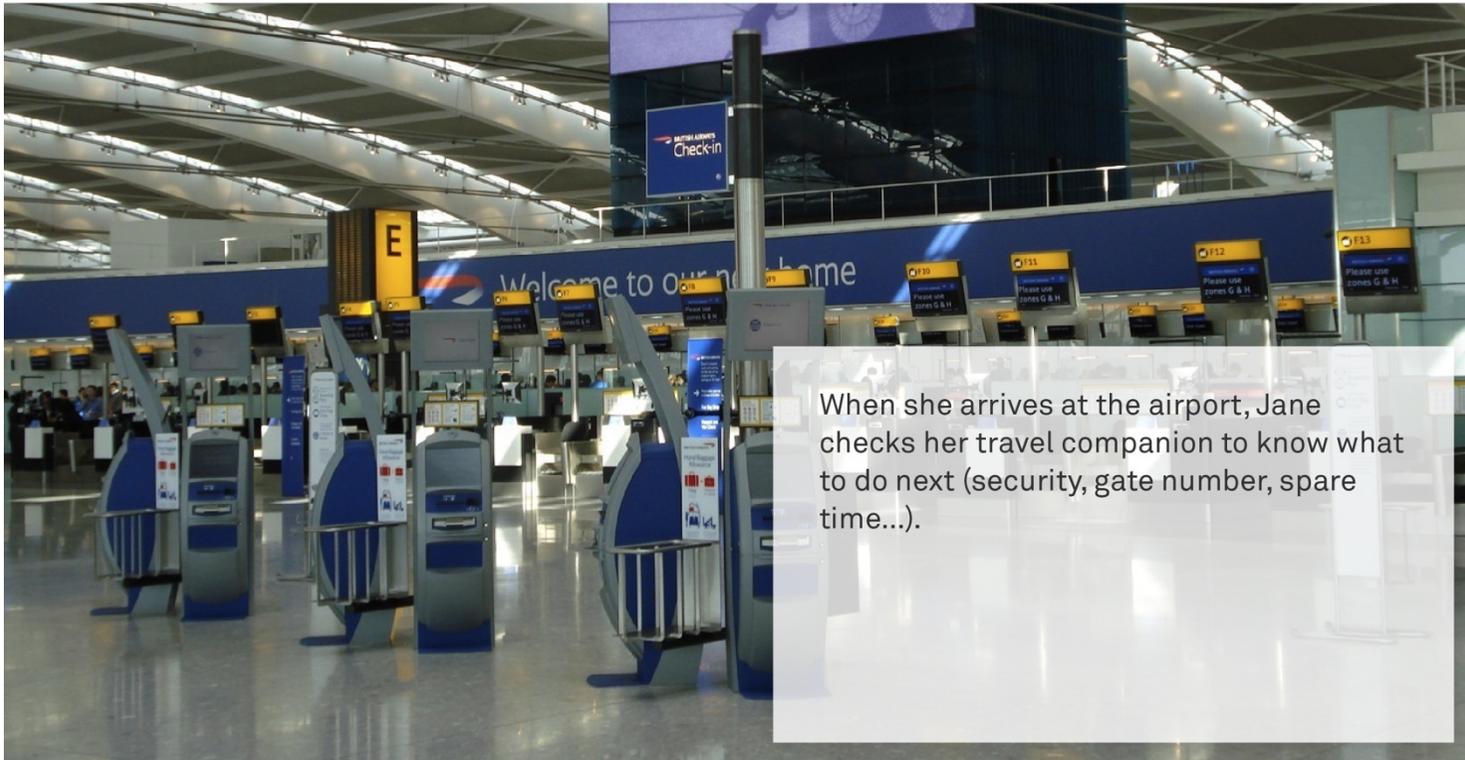
Jane starts her trip in her hometown (which she knows pretty well).



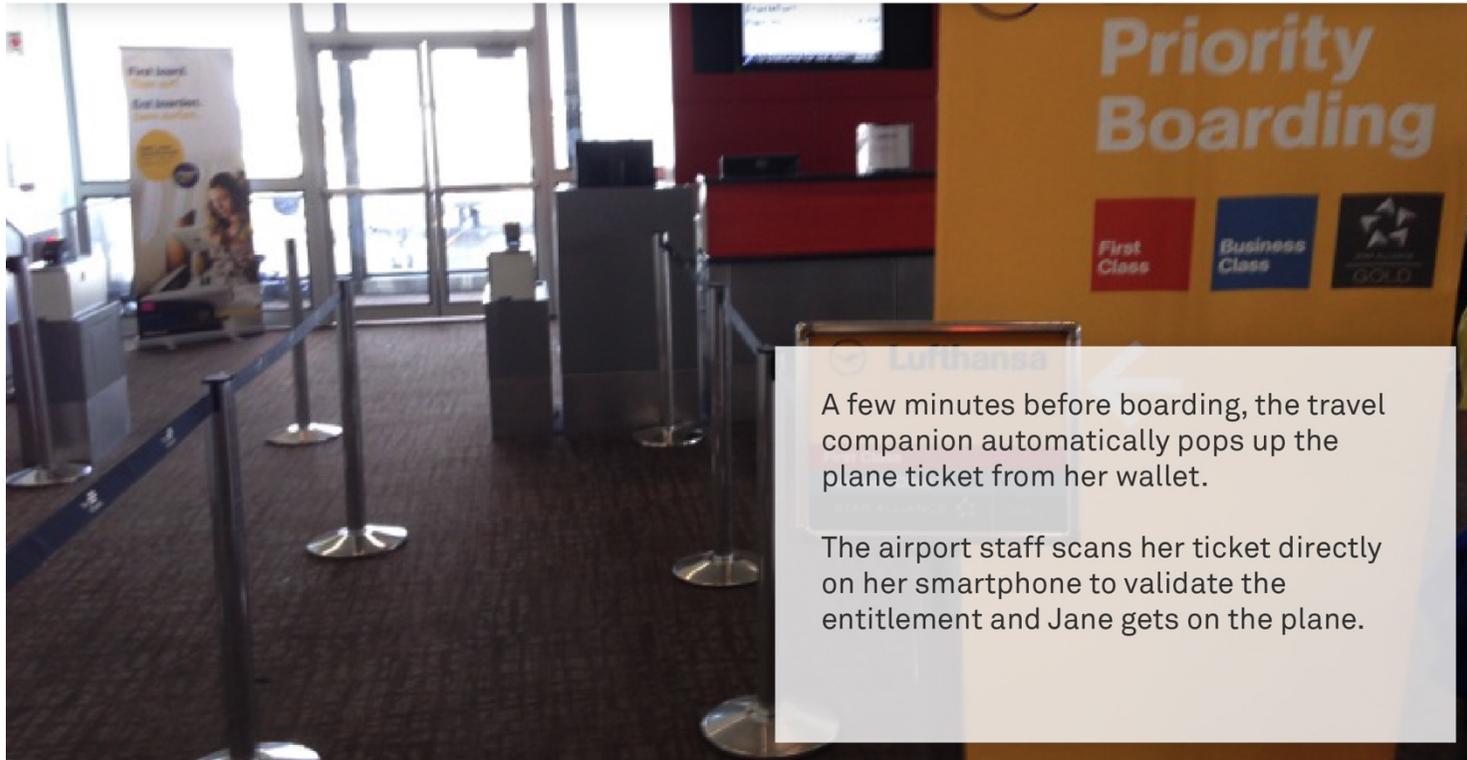
# User story



# User story



# User story



# User story

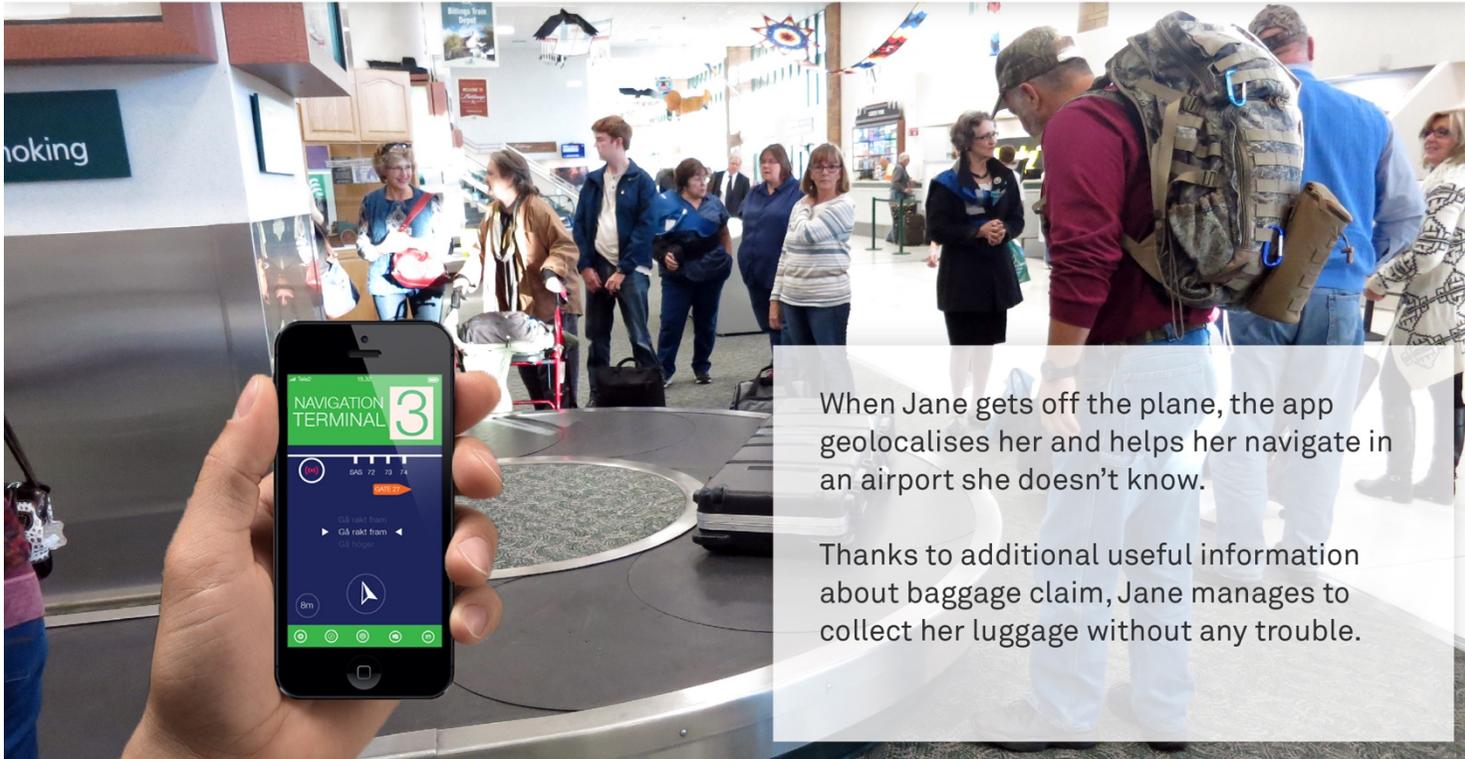


In the plane, Jane has no Internet access.

Offline, she can still check her journey overview, information about Madrid and its local transport particularities.



# User story



# User story



Jane uses the pieces of information provided by the travel companion (e.g. ticket kind) to choose the right tube ticket at the vending machine.



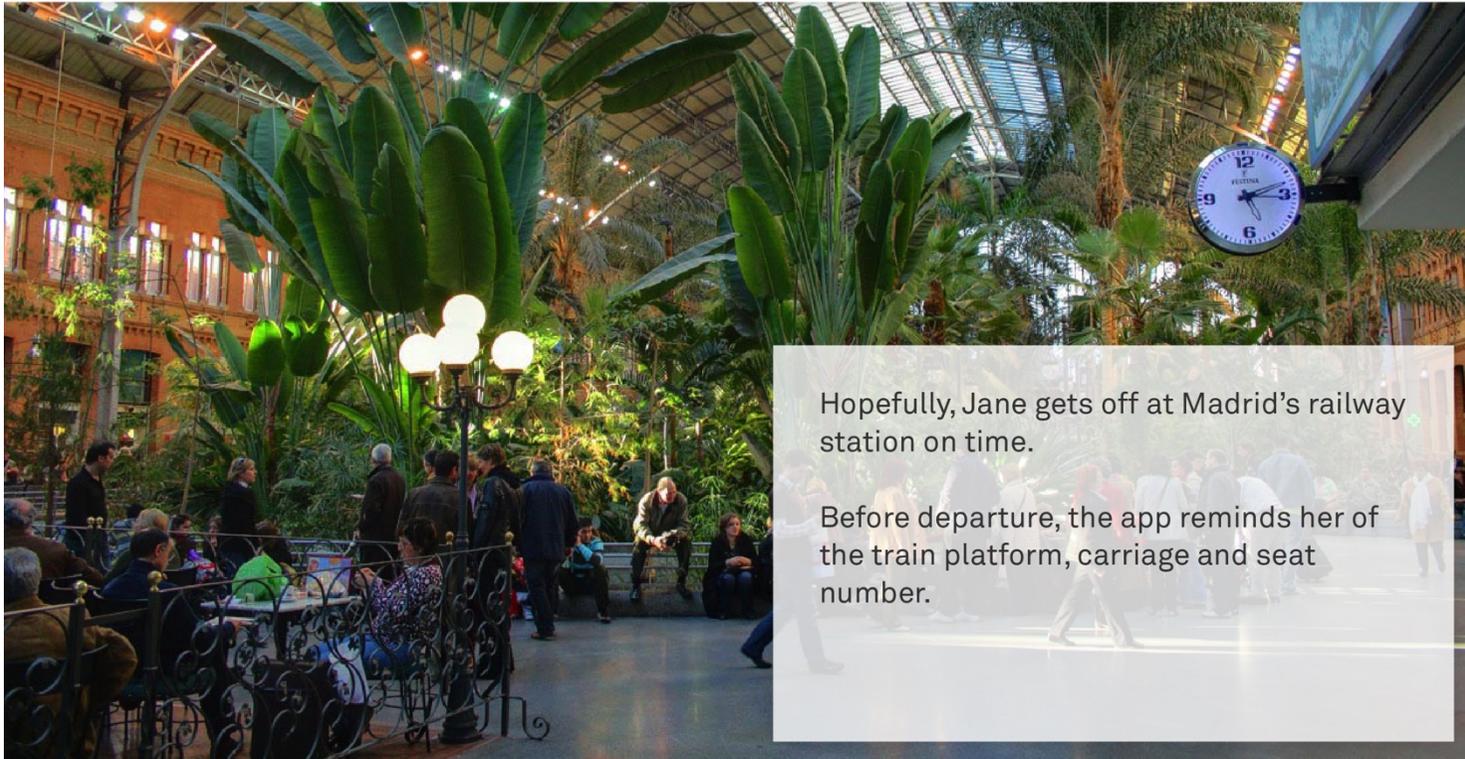
# User story



Jane is alerted of traffic disruption on the metro line she has to take.  
The system provides travel alternatives (modes, times, costs...).



# User story

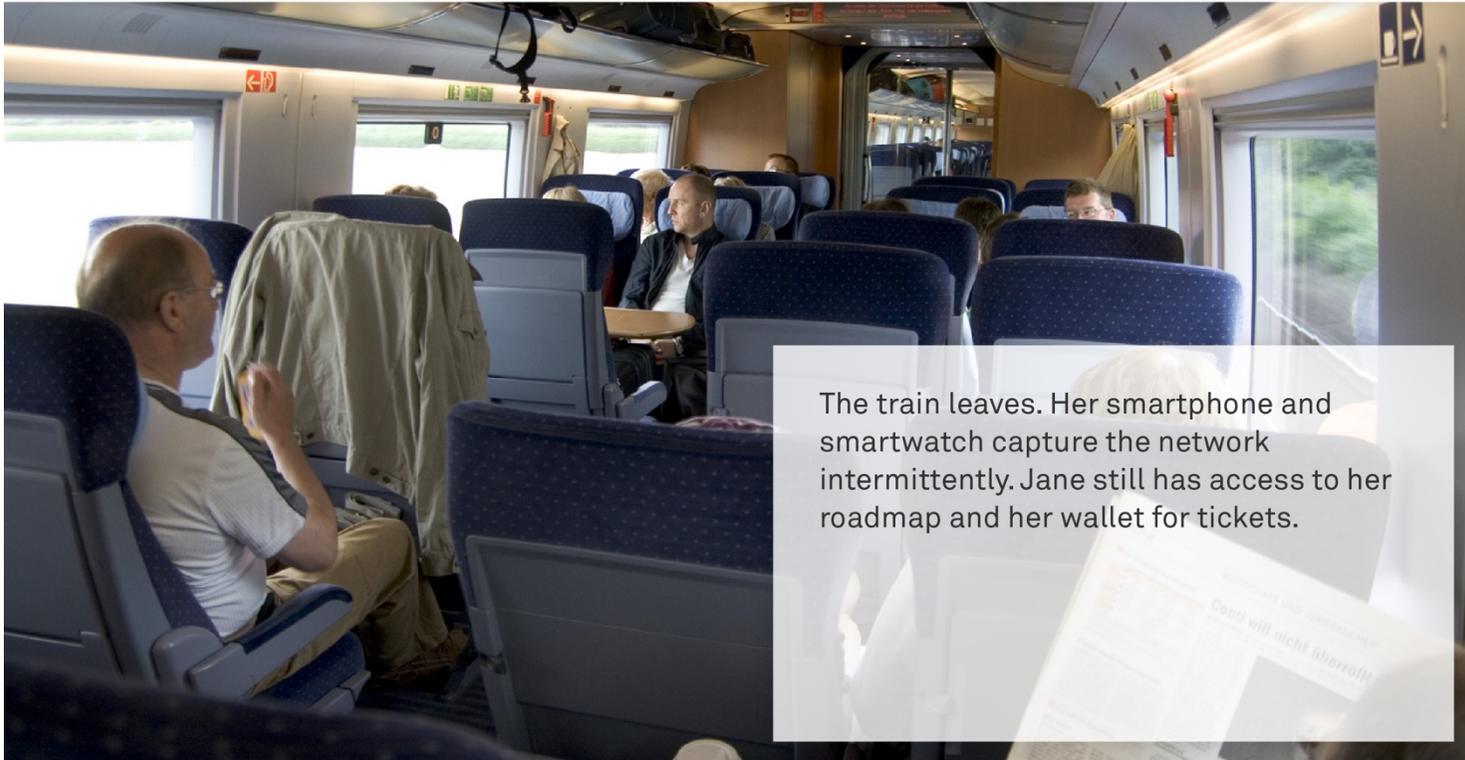


Hopefully, Jane gets off at Madrid's railway station on time.

Before departure, the app reminds her of the train platform, carriage and seat number.



# User story



The train leaves. Her smartphone and smartwatch capture the network intermittently. Jane still has access to her roadmap and her wallet for tickets.



# User story



When she arrives, Jane easily finds the bus station thanks to indoor and outdoor navigation.

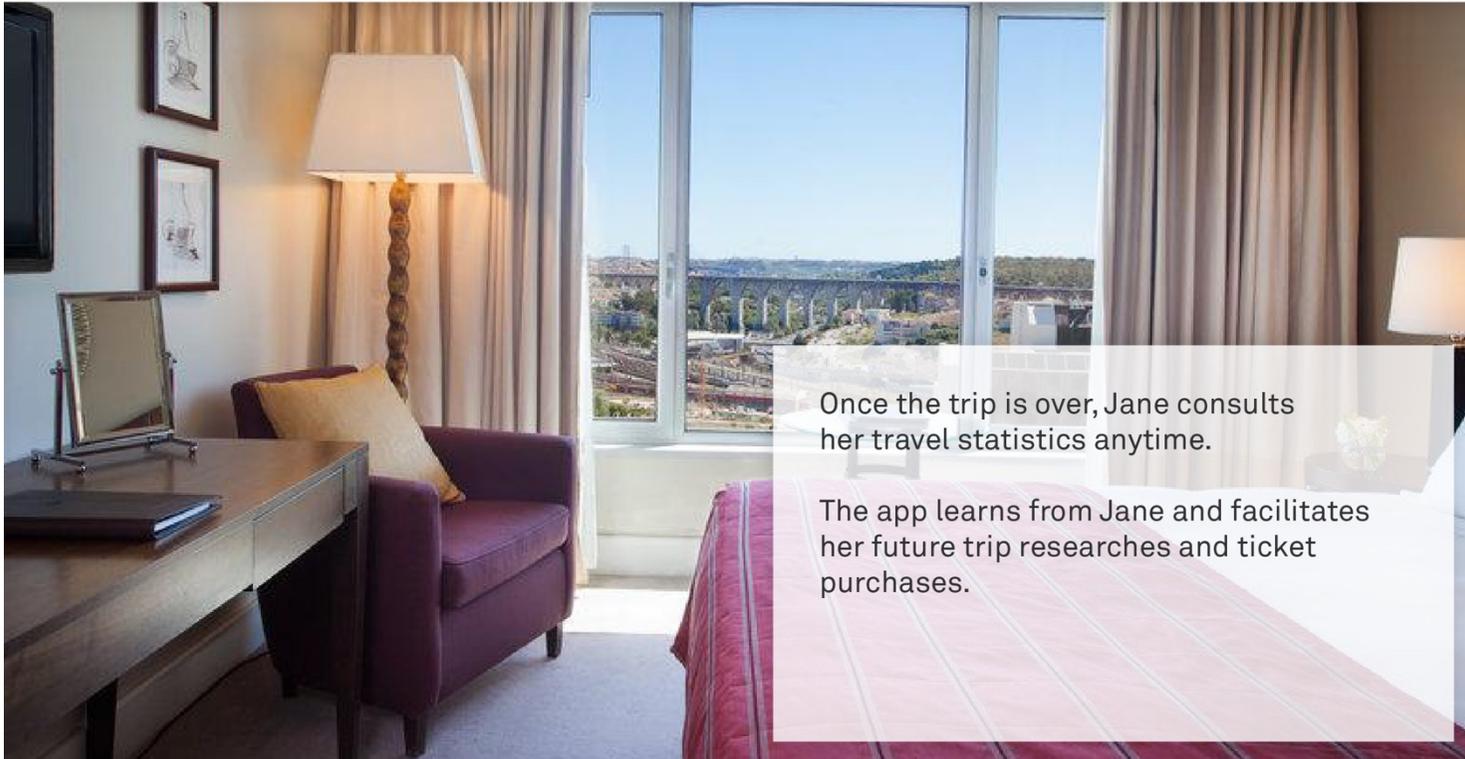


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No: 636078

# User story



# User story

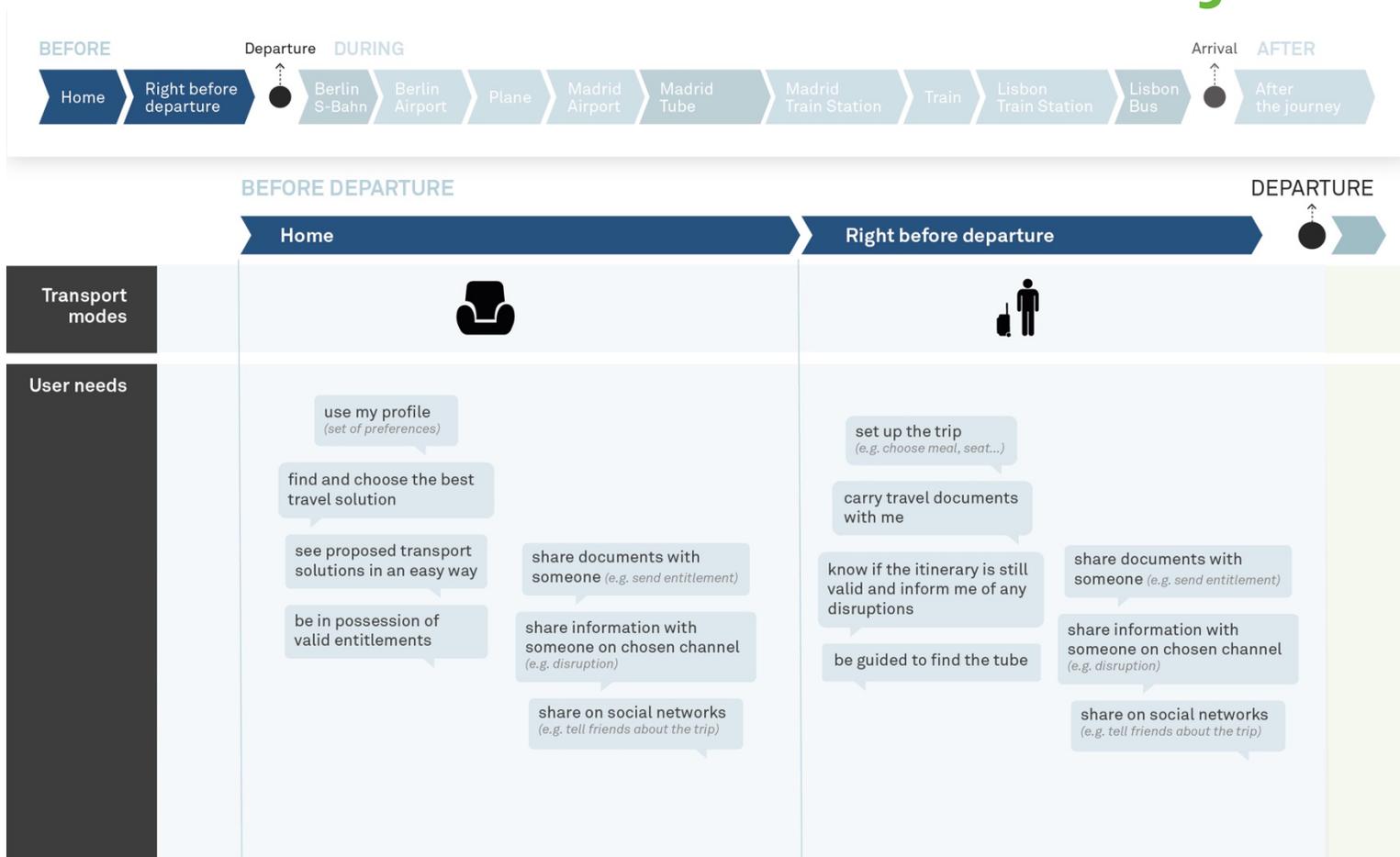


# User journey

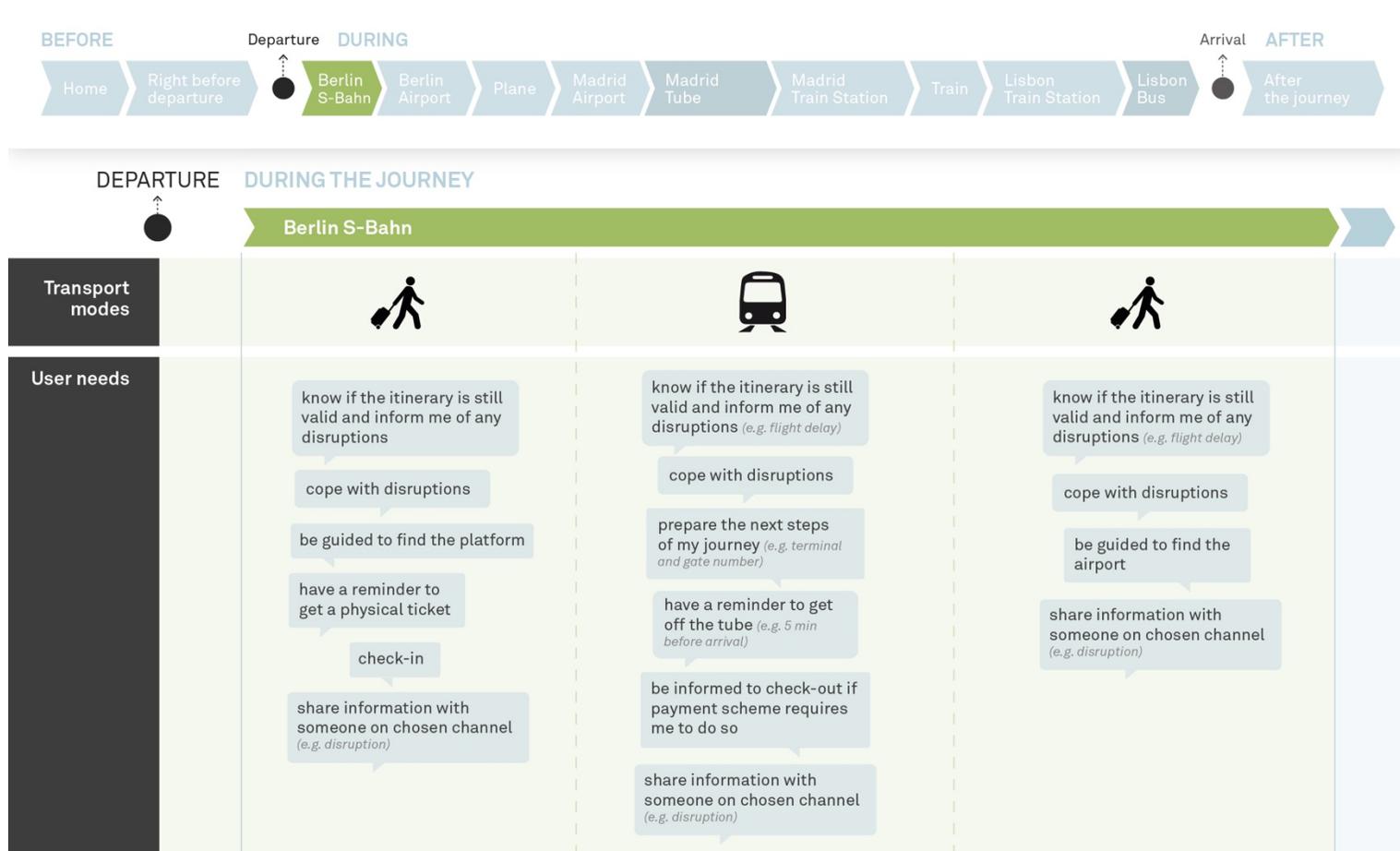
*The user journey is a flow chart which captures user needs at each step of the journey. Some variation use cases are considered to identify additional user needs.*



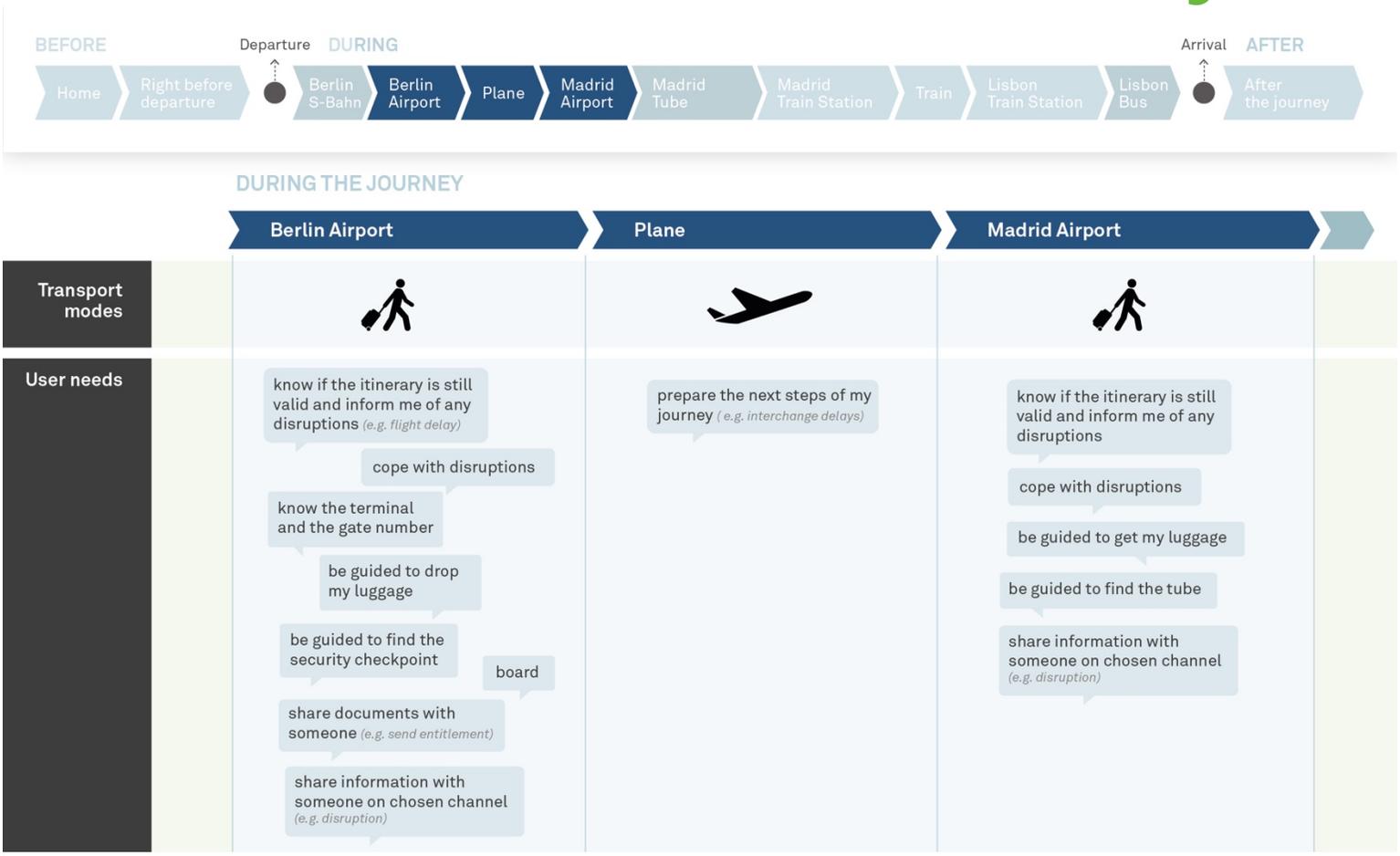
# User journey



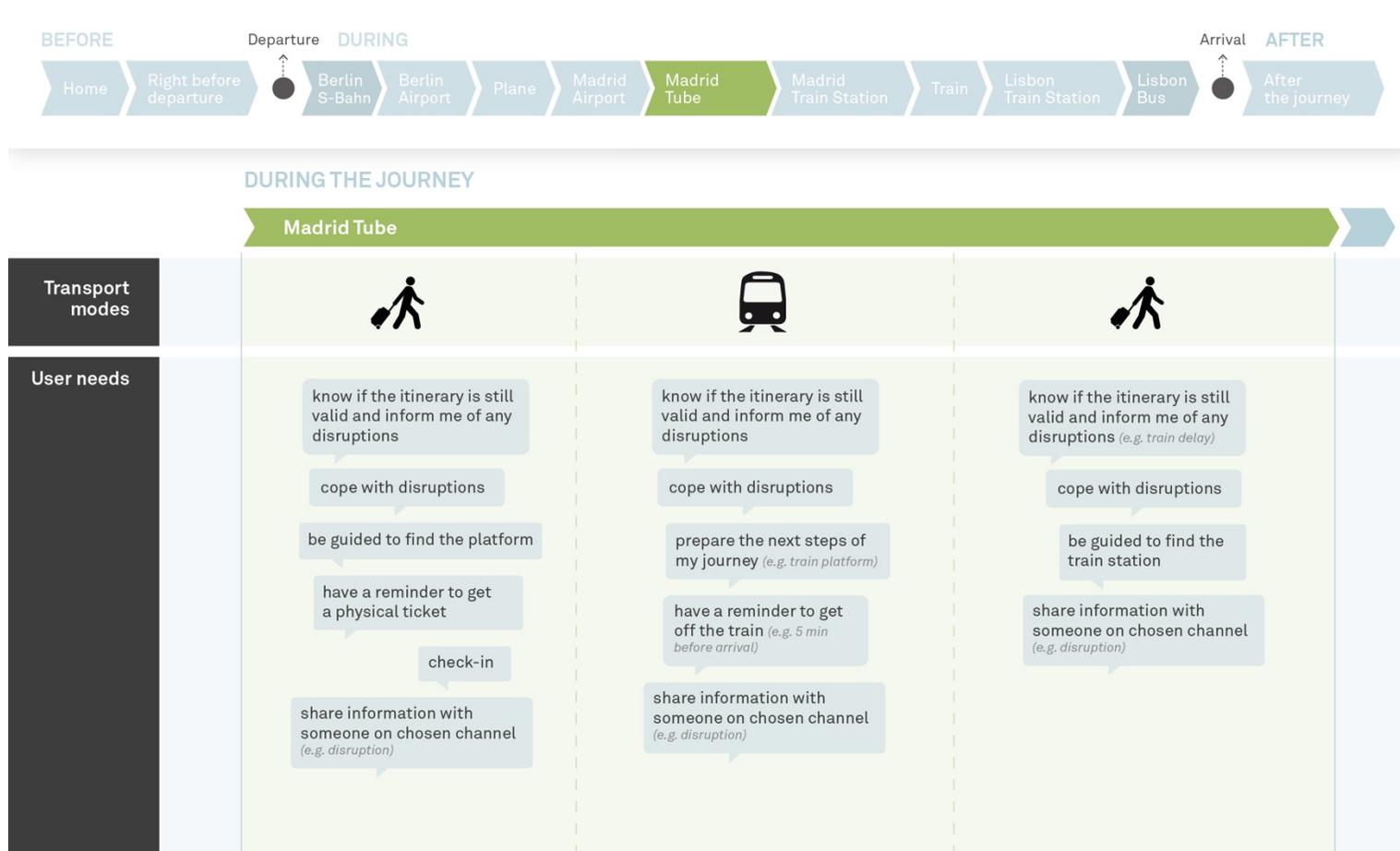
# User journey



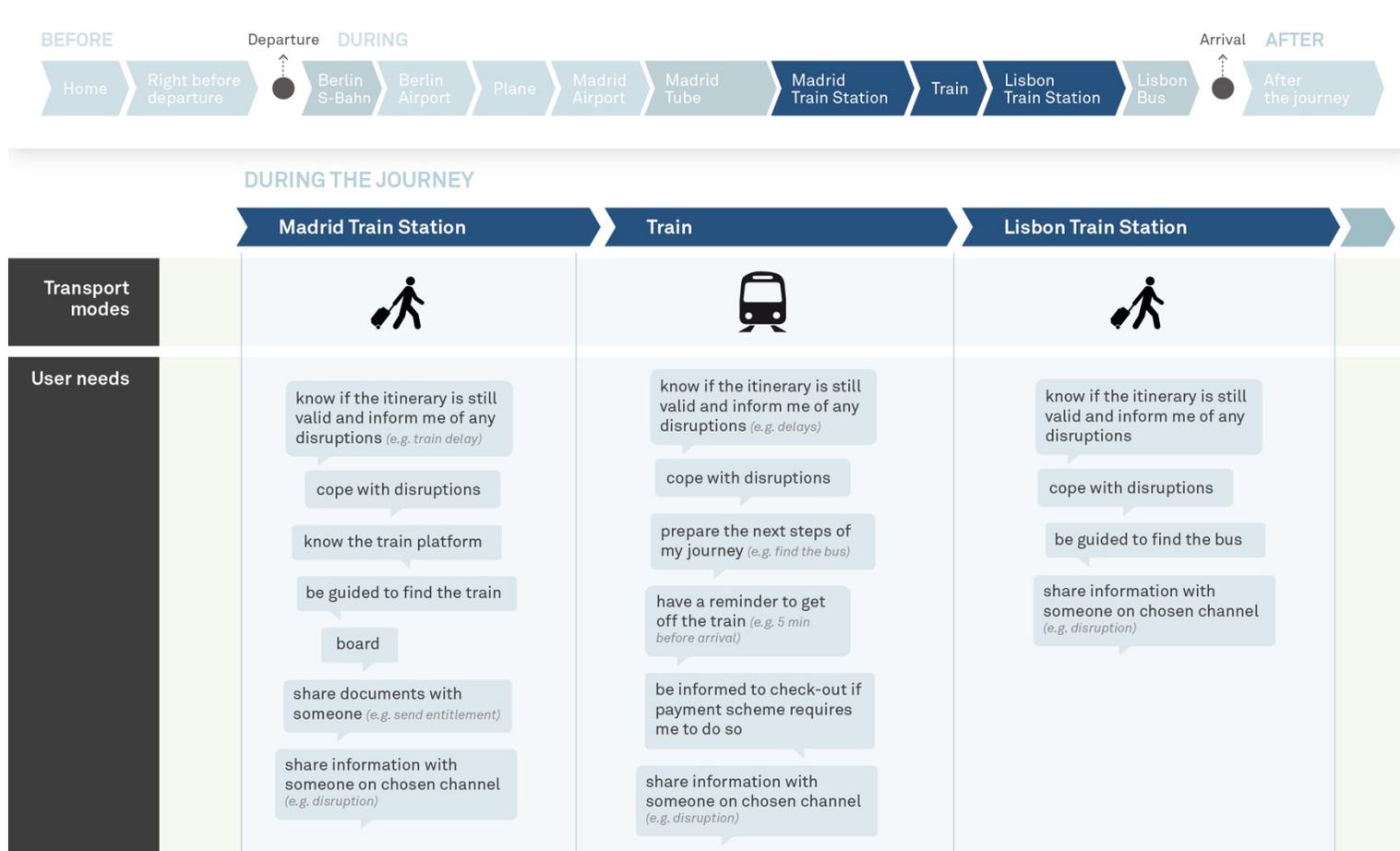
# User journey



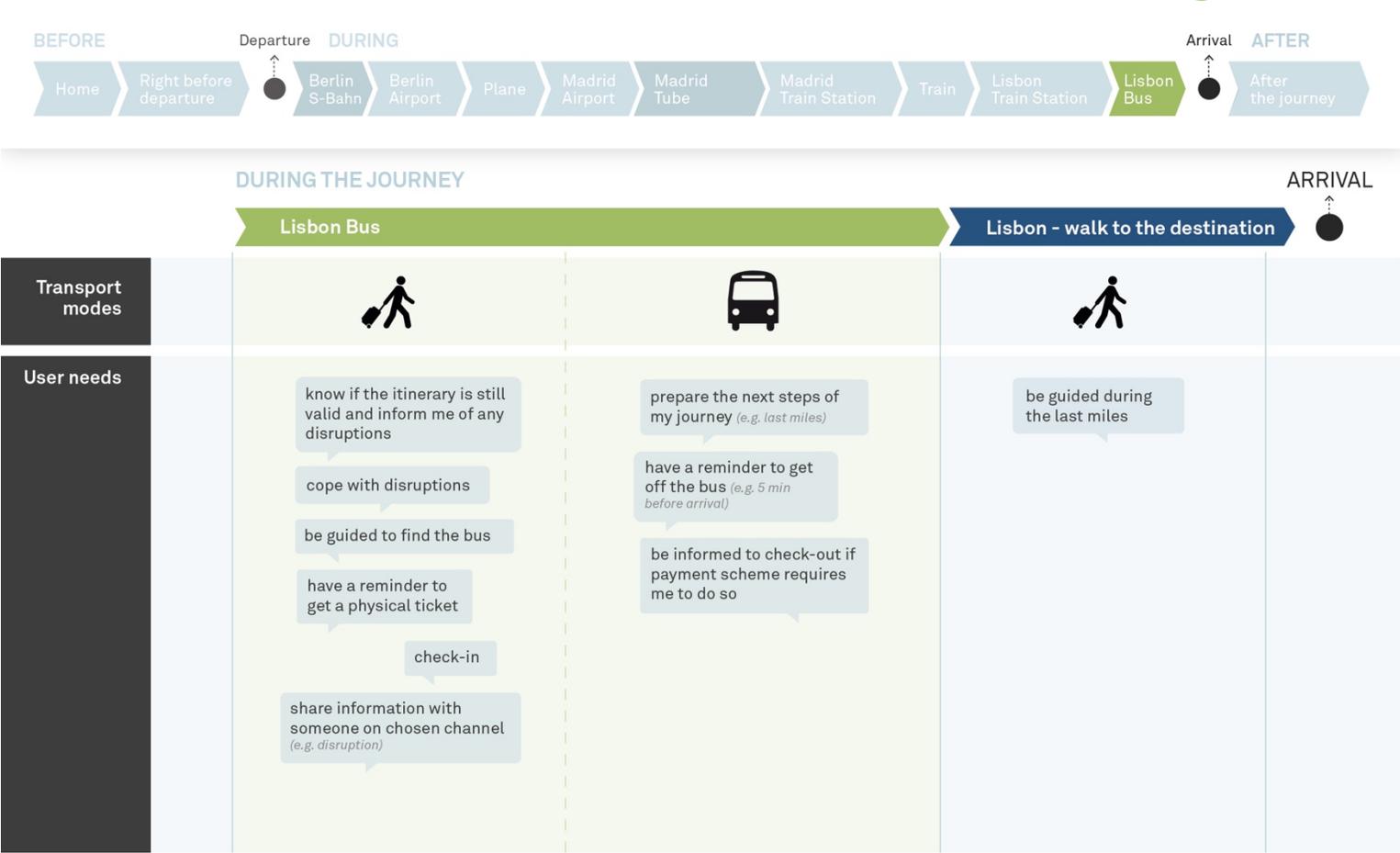
# User journey



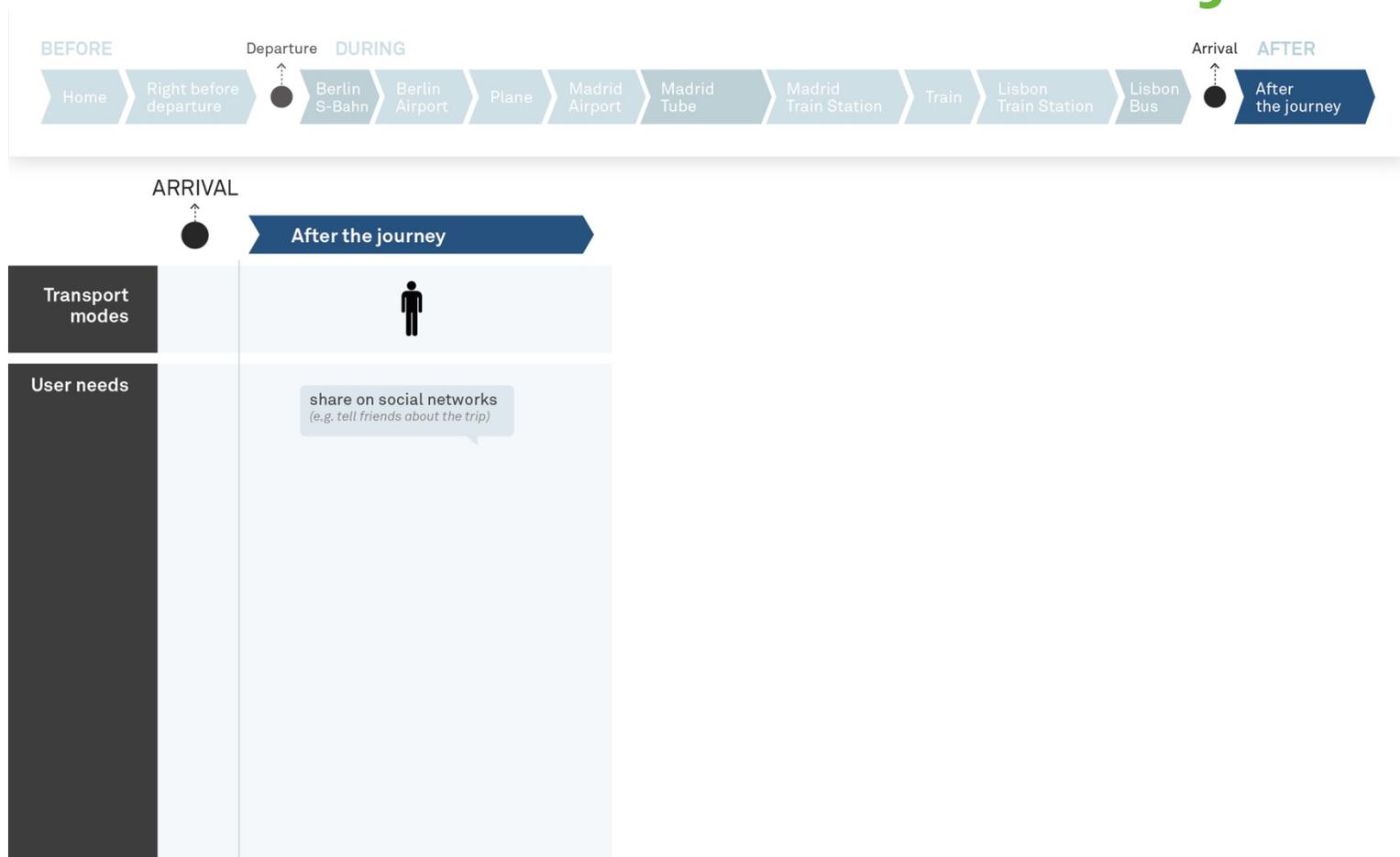
# User journey



# User journey



# User journey



# User needs and associated functions

*User needs are crucial as they inform the selection and prioritization of functions.*

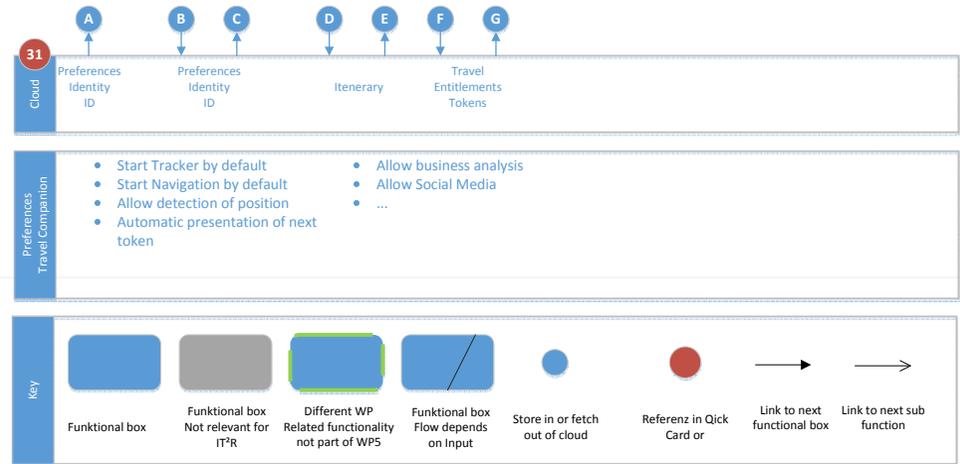
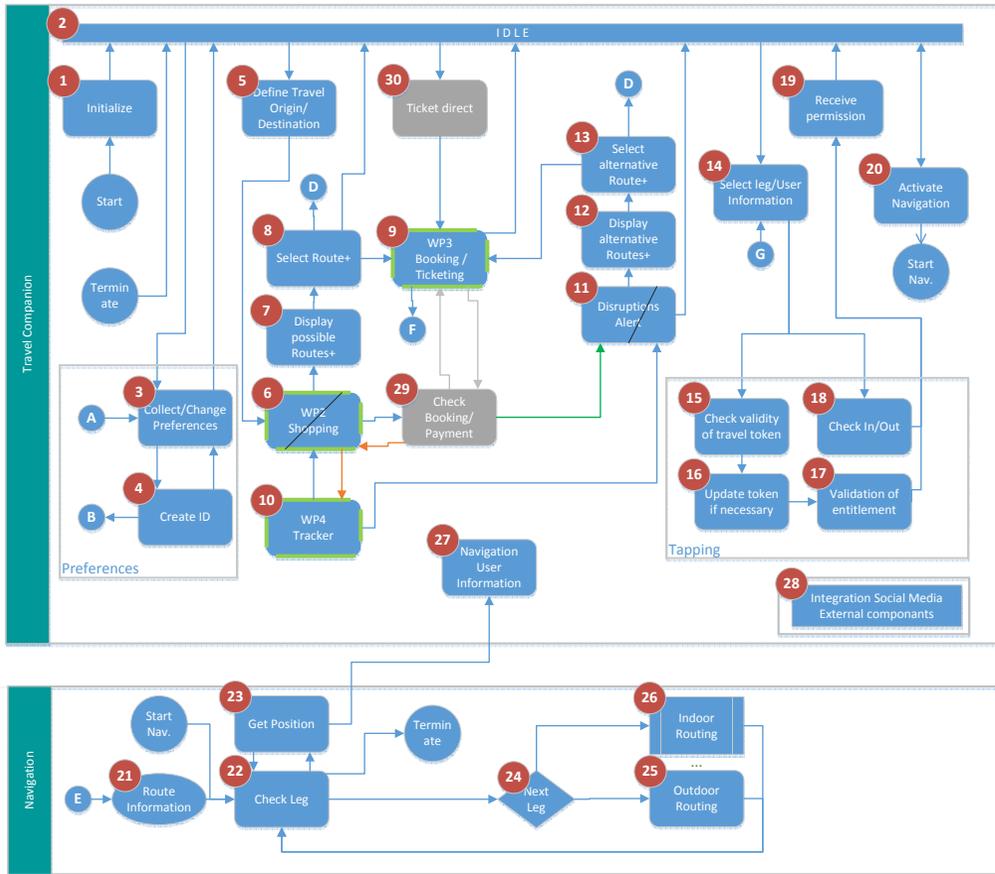


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No: 636078

# Functional diagram

Functional Diagram Work Package 5

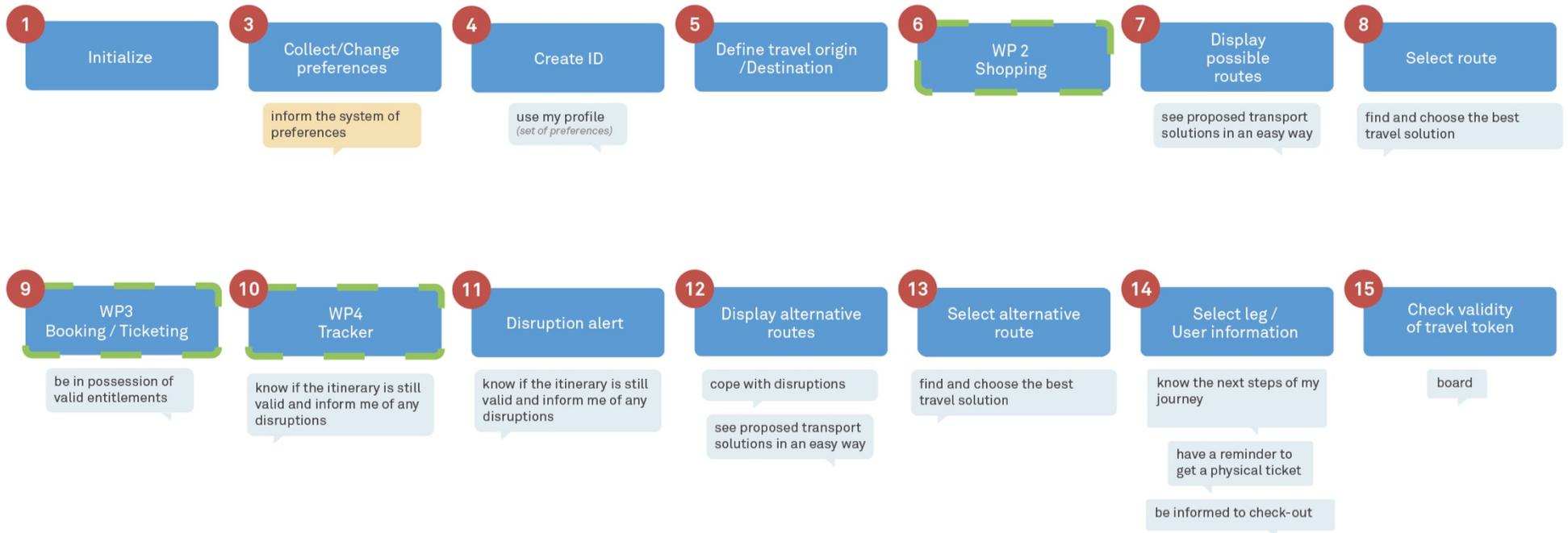
Draft Version 5 / 2015.09.16 / HaCon - avde



# Needs and functions

I need to travel

## Transversal need



## Not linked to a current identified function

set up the trip  
(e.g. choose meal, seat...)

carry travel documents  
with me

get tutorials

## Keys

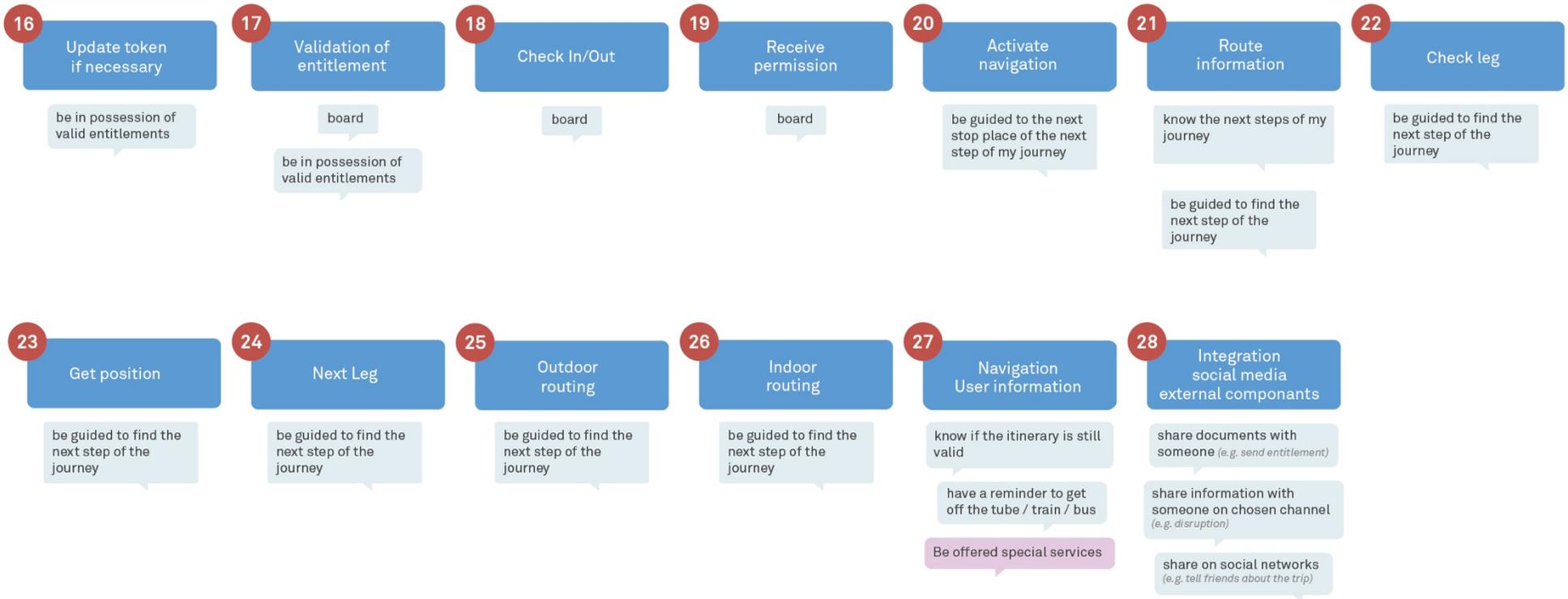
### Variation use case : First use

I download and discover the Travel Companion for the first time.  
I'm leaving next week.

### Variation use case : Mobility impairment

I have a broken ankle and I'm travelling with crutches.

# Needs and functions



Not linked to a current identified function

set up the trip  
(e.g. choose meal, seat...)

carry travel documents with me

get tutorials

Keys

Variation use case : First use

I download and discover the Travel Companion for the first time. I'm leaving next week.

Variation use case : Mobility impairment

I have a broken ankle and I'm travelling with crutches.

# attoma

innovation for real life



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No: 636078