

Project Description:

This project is designed to be a directional guide for riders of the Seattle Light Rail. It will provide opportunity for interactions between users and the Light Rail stations giving them information on the surrounding landmarks, destinations, current weather conditions and other transportation needs. Each installation will be tailored to integrate with each location's cultural aesthetic. The stations we will include are from the University of Washington station to the Stadium station, and the Airport.

Persona 1: Cathy Capitol Hill

Our persona is Cathy Capitol Hill, a UW Medical Center employee in Seattle, whose goals are to balance work life by spending more time with friends, finding new places to eat, and experience more culture in the city.

Expectations:

Expectation	Source
Easily available seating on train	Interview: Capitol Hill Station
Be able to navigate towards popular restaurant where she's meeting her friends	Interview: Capitol Hill Station
Affordably priced	Interview: Capitol Hill Station
Wants to feel safe while travelling via public transit	Interview: University Street Station
Gets me to work on time	Interview: University Street Station
Expects not to have too many delays while riding the light rail	Interview: Westlake Center Station
Expects to be able to use Google Maps in order to navigate to surrounding areas after her trip	Interview: Westlake Center Station
Expects to not be caught in as much traffic as if they were driving	Interview: International District Station
Expects to be able to use WiFi while on the train	Interview: International District Station
Cathy expects to be able to browse restaurants in the surrounding area of the station she is exiting.	Assumption:

Scenario:

It is six o'clock on a Friday and Cathy Capitol Hill is clocking out of her UW Medical Center job. She is exhausted from the long day of work providing patient care for youth with cancer. While it serves her heart to care for kids and families going through a difficult time, she just wants to decompress and relax with friends tonight after a long week. She has loose plans to get dinner with a few friends but the restaurant is still up in the air. All she knows is that dinner will be somewhere in Capitol Hill neighborhood, so she heads to the University of Washington Light Rail Station. Just before she gets to the entrance of the station, her phone dings... it is her friend Chris starting a group chat. "Where are we meeting up tonight? IDK that area... I just hope there is full bar! ;)" Then, Sue chimes in, "I second that notion. Cathy, you always know the best spots. Any ideas?"

Cathy heads down the escalator and returns a response, "A definite third! Heading that direction. Hmm, let me think..." Since there is a new service and app for the Light Rail, her wifi connection is not lost as she reaches the tunnel. She opens the LightRailApp and clicks the 'Capitol Hill Station' link and sees that it is currently a downpour in Cap Hill. She then selects 'Restaurants.' Super easy she thinks, as she starts perusing the options. Here comes the train! She walks on, finds a seat and gets comfy for the 4-minute ride to Capitol Hill. "Oh here is a yummy looking option that is only two blocks from the station, and it has a full bar" she thinks as she clicks the share button to send it to her friends. "How about this place? Also, hope you brought your rain jackets, it is cats and dogs right now." she replies. "Looks great!" "That was quick... Yum!" and "Yes please" all come in from her friends.

Next, Cathy clicks the 'Make Reservation' button via the app, selects 'in 15 minutes' and '4 people', and sends the request. As the train pulls into the station, Cathy gets a confirmation message from the restaurant, "Your table will be ready when you get here!" She puts her rain jacket on and exits the station. As she leaves she sees a projection of the weather outside and can follow the app's direction to the restaurant. "This new app, wifi, and projection service in the Light Rail is so handy," she thinks. She spends less time trying to navigate 'in the dark' and is prepared for the surrounding environment.

Persona 2: Chris Commuter

Our persona is Chris Commuter, a business analyst in downtown Seattle, whose goals are to get to work on time, be the best coworker he can, stay on top of all his work online while commuting, and then relax after a long day of work by spending time with his family.

Expectations:

Expectation	Source
Expects other riders to use escalators and designated seating appropriately	Interview with Users in Capital Hill
Not enough room for luggage	Interview with user at Pioneer Square Station
Gets me to work on time	Interview with user at University Street Station
Easily available seating on train	Interview with user at Capitol Hill Station, Westlake Center
Chris expects to be able to use WiFi while on the train	Interview w/ user going to Cap. Hill from International District
Wants to feel safe while travelling via public transit	Interview with user at University Street Station
Prefers taking the light rail because “parking is impossible”	Interview with user at University Street Station, International District
Transit is affordable	Interview with user at Pioneer Square Station
Wants to find a hotel that is located close to the downtown stations	Interview with user at Pioneer Square Station
Expects to be able to get to/from destination as quickly and efficiently as possible	Interview with user at Westlake Center
Expects route to/from work to be consistent and timely	Interview with user at International District

Scenario:

It is six o'clock on a Friday and Chris Commuter is clocking out of his downtown job. He is exhausted from the long day of work providing clients with real time business intel that help them make better decisions. While he loves being super analytical and fast paced at work, he just wants to decompress and relax with his wife, Jill, and the kids tonight after a long week. He always sends a “On my way home!” message to Jill during his walk to the Pioneer Square Light Rail Station. As he heads down the escalator to the tunnel, Jason from work sends him an urgent text! “OMG, Chris! Are you still here in the office? I forgot to send the final spreadsheet to the client and I was hoping you’d be able to look at it before I send it.”

Luckily, the new Light Rail service has wifi access and Chris can reply, “I already left, but send it to me via email and I will take a look.” As Chris waits for the next train, Jill chimes in, “Hey honey, can you pick up some chocolate on your way home?” “Sure thing,” he replies. Ding, the notification chimes on his

phone. It is the new email from Jason. Chris opens the document (which loads quickly) and looks it over. "All looks good, except you have a typo in your second to last column header. Have a great weekend!" he responds to Jason via text. Chris boards the train and finds a good seat, taking a load off from the long day. Chocolate, he thinks to himself. He opens the LightRailApp and clicks the 'Capitol Hill Station' link and sees that it is currently a downpour in Cap Hill. He types in 'chocolate' in the field and clicks submit. A list of shops pop up. The first one on the list he has never heard of before. It recently opened and is only two blocks out of his way on his walk home. That's great, he thinks.

As the train pulls into the station, Chris puts his rain jacket on and exits the station. As he leaves he sees a projection of the weather outside and can follow the app's direction to the new shop. "This new app, wifi, and projection service in the Light Rail is so handy," he thinks. He can still help a coworker after he leaves the office, find the shop he is looking for, and still make it home in time for dinner.