

Personas

Personas are not real people. They are fictitious characters created to visualize and represent groups of users in terms of behavior, needs, and goals.

Personas help designers determine what the product or system needs to include to meet users' needs. When prototyping personas helps to focus on the users to achieve a design that suits them.





Marie, 42



Wilma, 8



Josef, 34



Lillian, 82



Mikael, 56



Oliver, 17



Age: 42 years
Family: Husband and two sons
Lives: Nyköping, Sweden
Work: Business developer

Marie

MEET MARIE

Marie lives together with her husband in an apartment in central Nyköping. She is a carrying mother of two teenagers sons. During holidays the whole family spend their time in there summer house outside Nyköping where they live close to the nature.

INTERESTS

Marie and her husband put a lot of effort to renovate and take care of their summer house, the garden is Marie's domain.

Marie really enjoys exploring new cultures and new cities. When she was young she traveled as a backpacker around the globe but lately her environmental consciousness has made her rethink her travel patterns and nowadays she and her husband have limited their traveling and tries to find alternative transportation solutions.

COMUTE TO WORK

Marie works as business developer in Nyköping and use to walk to the office if the weather permits, but twice a week she takes the train in to the head office in central Stockholm. On the way back, she takes the opportunity to finish her work on the train, she has a stressful working situation at the moment.

ABOUT THE FUTURE

Marie is worried for the environment. She wishes that her sons and future grand children can grow up in a sustainable city and she is willing to adapt and change her lifestyle. Marie is skeptical to all new technical solutions and systems and finds it a bit threatening.

Marie



- Marie is on her way home.
- She is late and very stressed.
- Distracted, talks on the phone

Marie needs to cross the street when an autonomous vehicle (level-4) is coming...

What happens next? (elaborate the scenario)

- Why is she late?
- Who is she talking to?
- Why is she stressed?
- Who is riding in the on coming car?

How can the experience of crossing the street be inclusive in a city with autonomous vehicles?

Can Marie cross the street?
When / How /Why /Where?

What are the barriers for Marie to cross the street?
-How can we solve these barriers?

Next step: Prototype an inclusive crossing experience for Marie.



Age: 8 years
Family: Mother, father and two siblings
Lives: Björkhagen, Sweden
School: Primary school, grade 2

Wilma

MEET WILMA

Wilma lives together with her family in a small house in Björkhagen. She is the youngest in her family. Sometimes she can be jealous of her older brothers when they can stay up late and she needs to go to bed early. Wilma has a rabbit, called Loppan, who she takes care of all by her self.

She likes school and preform pretty well, but sometimes she finds it hard to sit still and listen, she is full of energy.

INTERESTS

Wilma is an enthusiastic football player. She plays football during most lunchbreaks and also in a girls team every Wednesday evening.

Her favorite subject in school is math's and English.

COMUTE TO SCHOOL

Her best friend Lisa lives next door and they walk together back and forth to school every day.

ABOUT THE FUTURE

Wilma has big dreams and wishes to become a professional football player or a teacher like her own mother.

Wilma



- Wilma is on her way to school.
- She has company of her friend Lisa.
- Wilma carrying a ball

Wilma and Lisa need to cross the street when an autonomous vehicle (level-4) is coming...

What happens next? (elaborate the scenario)

- Why is Wilma carrying a ball?
- What are the girls talking about?
- How is the atmosphere?
- Who is riding in the on coming car?

How can the experience of crossing the street be inclusive in a city with autonomous vehicles?

Can Wilma and Lisa cross the street?
When / How /Why /Where?

What are the barriers for Wilma and Lisa to cross the street?
-How can we solve these barriers?

Next step: Prototype an inclusive crossing experience for Wilma and Lisa.



Age: 34 years
Family: Girlfriend and a daughter
Lives: Stockholm, Sweden
Work: IT developer

Josef

MEET JOSEF

Josef is at the moment on paternity leave and spend the days taking care of his daughter Greta, 14-month-old. They go to the park, library and sometimes join a parent community group. He enjoys seeing Greta grow day by day, being a parent have changed his lifestyle a lot.

INTERESTS

Josef is tech savvy and an early adopter who likes to try the newest tech products on the market and follow the global trends of digitalization. Josef have installed a number of connected devices at home and can control his home appliances by his phone. He also likes to work out and spend time with his family.

COMUTE TO WORK

At the moment he takes a walk every day in the park with his daughter. When working he use to take the bike to work or sometimes the subway.

ABOUT THE FUTURE

Josef strongly believes in the development of digital solutions and services and thinks that most things will become autonomous in the future.

Josef



- Josef is on his way from the park with his daughter in a stroller.
- He is tired after a sleepless night.
- Little Greta is finally sleeping.

Josef needs to cross the street with the stroller when an autonomous vehicle (level-4) is coming...

What happens next? (elaborate the scenario)

- Where are they going?
- What is Josef's plan for tonight?
- What happens in his and Greta's surrounding area?
- Who is riding in the on coming car?

How can the experience of crossing the street be inclusive in a city with autonomous vehicles?

Can Josef cross the street?
When / How /Why /Where?

What are the barriers for Josef to cross the street?
-How can we solve these barriers?

Next step: Prototype an inclusive crossing experience for Josef and his child.



Age: 82
Family: Widow, 2 sons and 1 daughter, 5 grand children
Lives: Uppsala, Sweden
Occupation: Senior Citizen

Lillian

MEET LILLIAN

Lillian became a widow three years ago. She still lives in their apartment that they moved to 10 years ago when her husband started to get ill. She has three children and five grand children. Her oldest son has moved to the States, so it was quite a long time ago she saw him and his family. They Skype at least once a week. Her daughter who is the youngest lives in Stockholm and has just become a mother. Her middle son lives in Uppsala not so far from her and he has two lovely children.

INTERESTS

Lillian loves to read and so did her husband. They were both members of a book club but when her husband got sick it was hard for her to leave him alone. Now she has started go there again. It was a bit hard in the beginning without her husband but now she feels she needs to pull her self together and meet people.

She is a bit fascinated with technical stuff even though she finds them a bit hard to use. She got a computer from her son and just bought her self a smart phone. Now she has learnt to use Facebook so she can follow her family.

COMUTING

Lillian is quite active but she has impaired hearing and some difficulties in walking. Sometimes when she feels weak in her legs and tired she uses her walker. She tries to take a walk at least once a day. The food store is just around the corner and everyday she takes a walk to the cemetery that lies approximately 500m away, to visit her husbands grave.

ABOUT THE FUTURE

Lillian does often wonder how the future will look like for both her children and for her grand children. She thinks that most things are better now than when she was young, but she feels very worried about the environment.

Lillian



- Lillian is on her way to the cemetery to visit her husband's grave.
- She is tired in her legs so she took her walker with her today. She did also forget to put her hearing aid on her.

The cemetery is on the other side of the street so she needs to cross the street when an autonomous vehicle is coming...

What happens next? (elaborate the scenario)

- Does she carry anything with her?
- How does she know there is a vehicle coming?
- Who is riding in the coming car?

How can the experience of crossing the street be inclusive in a city with autonomous vehicles?

Can Lillian cross the street?
When / How / Why/ Where?

What are the barriers for Lillian to cross the street?
-How can we solve these barriers?

Next step: Prototype an inclusive crossing experience for Lillian.



Age: 56
Family: Husband and cat
Lives: Malmö, Sweden
Work: Clerck in the construction industry

Mikael

MEET MIKAEL

Mikael is married to George since 16 years ago and lives in a townhouse on the outskirts of Malmö. Mikael has previously worked as a carpenter but works now as a clerk in the construction industry.

Mikael and George have a cat called Smirnoff, an outdoor cat. They had two cats but one passed away half a year ago and they are now looking for a new one, Smirnoff misses his cat mate too much.

INTERESTS

Michael's main interest is music. In his youth he played drums in a band, "The Citiezenz". Unfortunately, he happened to have a serious accident at work 7 years ago and is now in a wheelchair. Due to his injury, he have difficulties in playing the drums and just learnt to play the guitar instead. Since both Mikael and George likes the same kind of music they always have music on when they are at home. Mikael has his headphones on as soon as goes out.

COMUTING

Mikael tries to live an ordinary life despite his handicap and because he lives quite close to his job, he gets there by himself in his wheelchair. If the weather is bad, he takes the bus together with George.

ABOUT THE FUTURE

Mikael feels hopeful, looking at the future. He enjoys his life with George and he hopes that the technical development will enable him to move in a more efficient and convenient way in the future.

Mikael



- Michael is out and about in his wheelchair.
- He is listening to music in his headphones.
- He changes music in his mobile.

Mikael needs to cross the street when an autonomous vehicle is coming...

What happens next? (elaborate the scenario)

- Where is he heading?
- Is he bringing anything with him?
- Who is riding in the coming car?

How can the experience of crossing the street be inclusive in a city with autonomous vehicles?

Can Mikael cross the street?
When / How /Why?

What are the barriers for Mikael to cross the street?
-How can we solve these barriers?

Next step: Prototype an inclusive crossing experience for Mikael.



Age: 17
Family: Divorced parents, one younger sister
Lives: Göteborg, Sweden
School: 2nd grade in high school

Oliver

MEET OLIVER

Oliver's parents are divorced. Together with his younger sister, Ellen, whom he likes very much, he lives with both parents one week at a time. Both parents have new relationships and Oliver can't stand his father's new girlfriend and her unbearable son who is 5 years old. She comments on everything Oliver does and everything he does, in her eyes, is wrong and everything her own son does is just cute and charming. He is so terribly spoiled. This has made both his sister and himself wanting to live more with their mother. He longs to become 18 and to finish school and start working so that he can move from home and live by himself.

INTERESTS

For Oliver, music, basketball, and friends are the most important things in life and girls, of course. Since he is blind, he attends a school for pupils with disabilities and he is part of the basketball team at school. The team is performing quite well; this last year they have won all school tournaments.

COMUTING

When he was younger and when his parents lived together, they both drove him to and from school. Sometimes when they didn't have time, he took the travel service for disabled. Now when he is older, he both feels he can and wants to travel by himself, so he takes the bus to school. Oliver doesn't find his disability as a handicap; it's a normal life but in a different way.

ABOUT THE FUTURE

After school, Oliver wants to work with children as a personal assistance. Exactly what he wants to do as a profession when he gets old, he doesn't really know yet, but he would like to work with children in some way.

Oliver



- Oliver is on his way to a date with a girl from school that he really like.
- He is quite nervous and also a bit worried that his hair doesn't look cool enough, he didn't have time to wash his hair in the morning.

Oliver needs to cross the street when an autonomous vehicle is coming...

What happens next? (elaborate the scenario)

- What is Oliver's biggest fear?
- Is he bringing anything with him?
- Who is riding in the coming car?

How can the experience of crossing the street be inclusive in a city with autonomous vehicles?

Can Oliver cross the street?
When / How /Why?

What are the barriers for Oliver to cross the street?
-How can we solve these barriers?

Next step: Prototype an inclusive crossing experience for Oliver.