Secure

Connected

Resilient

# Smart, Connected & Data Rich Buildings

Infrastructure & Data is the Brains Behind Smarter Cities & Future of Government

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# The People that Work & Play –Elevating their Experience thru Data

- Personas are fictional characters that represent the different user types that might experience the services, the site itself, or brand in a similar way. These personas help us understand users' needs, experiences, behaviors and goals. And because different people have different needs and expectations, understanding the various personas will help us design for the array of personas that will interact with the site for a variety of purposes.

**Worker**          **Residents**          **Local Visitor**          **Visitors**          **Event Participant**          **Virtual**
Viewer of broadcasts
Internet Shopping

By leveraging the technology implemented on site, we are creating a platform to collect data, analyze patterns and generate insights. **Data will drive the experience based on the individual needs and demands of the personas, with the ultimate goal of turning a transient persona into a visitor.**

**The following personas are examined based upon their value drivers, how they will arrive, the activities they will partake in, and their wants and needs.**

# Dimensions of Interaction – A Continual Journey
# Track Experience, Understand Value, Create Loyalty

**Entering the Site**

- Transit Hub
- Parking
- Street level
- Virtual

**Interactive Technology**

- Smart Phone
- Cameras
- Sensors
- Kiosks
- Digital Displays
- Virtual Presence

**Kinds of Spaces**

- Transit Hub
- Food and Dining
- Retail
- Event
- Common Space

**Personas**

- Worker
- Resident
- Commuter
- Event Attender
- Visitor
- Virtual

**Profile**

- Digital First
- Digitally Reluctant
- Invisible

**Type of interaction**

- Commodity
- Commercial
- Targeted Commercial