



Informal trader - Lagos

What are her key goals and needs as she travels? **What does she struggle with most when she travels?** **What modes of transport does she use predominantly?**

I go to other markets depending on what I want to buy; I go to the market weekly. For example, every Monday, I go as far as Badagry from Ikeja to buy my wares.

When there is traffic, the buses often drop off the passengers before they get to their bus-stop. Whenever this happens, it always causes an additional inconveniences and stress, especially when I am carrying a load or luggage.

Danfos.

Only use ride hailing to get to church or when she is overloaded.

Ferry on a Monday to go to Badagry.

2. Get home in time to help and care for my family.

I use a cross-bag and always carry it in front of me.

Keke

Thinking
What is she thinking about as she travels?

In my neighbourhood, there are often fights among rival cult groups and, as such, I always check the neighbourhood for signs of any chaos. I ask my neighbours if I suspect anything, just to confirm.

Doing
What does she do? What information does she look for? What is her context?

- Before leaving the house, I make sure that all appliances are turned off and the house is locked up correctly.
- I walk to save time and money as the traffic can be quite heavy.

Feeling
What is she feeling?

I feel safe walking.

Needs and Pains
What does she want to achieve or avoid?

I prepare for everyday the night before, i.e. I take our everything I need so that I am ready. All I do in the morning is dress, pick up my bag and leave for work. Moreover, all my children are grown ups so I leave the house in their care.

Strategies
What does she do to avoid the pains?

When I go to the markets, I dress smart in casuals (trousers with tops) ready to face the hustle and bustle of the market.

Generally, I wear anything modest and comfortable for me.

Tools
What does she use?

No, I don't. This is because it is only one single route from home to work and back, and I have to travel this route regardless what might be happening on the route.



Setting off
Planning, walking, choosing



At the hub or station
Alighting

I do not engage with people in public transport. I strictly mind my own business but I am not unapproachable.

- I buy when I see what I like.
- I only buy fruit, not food or snacks.
- I buy things I need on route (e.g. foods, drinks, or even soap, if it is Friday for weekend laundry).

I feel safe. I have a strong belief I am safe even though I am aware and conscious of the security issues in the city.

Bathrooms.



On board
Experience while traveling

When going to work in the morning, I think about the tasks ahead of me for the day, but when returning in the evening, I think about getting vehicles on time.

I like to sit at the window side.

I do not like to be touched so I adjust my position often to avoid it.

I don't always feel comfortable in the buses. There are a lot of inconveniences but I make do.

While travelling, I look around. I do not use my phone for entertainment purposes.

I do not update others with my trips, but my family is always aware of my whereabouts and I stay within my daily routine, i.e. from home to work and back.



Arriving
Getting to the final destination

I hope that the driver will stop at the designated stop.

Before boarding or getting off the vehicle, I make sure it has stopped properly.

I do not really check. I just goes out since it is a normal route and routine for me and it is something I have to do regardless.



It would be better if...

There was information on bus visually and sound to announce bus stops.
Regulated bus times so that I can plan my day better.

"NURTW (National union of road transport workers) They are a bit of a menace, but they should not be banned. They need jobs, they need to be regulated."

Bathrooms at stop would be a great help.

Drivers stopped at designated places so that I can safely alight and not walk further than I have to with my goods.