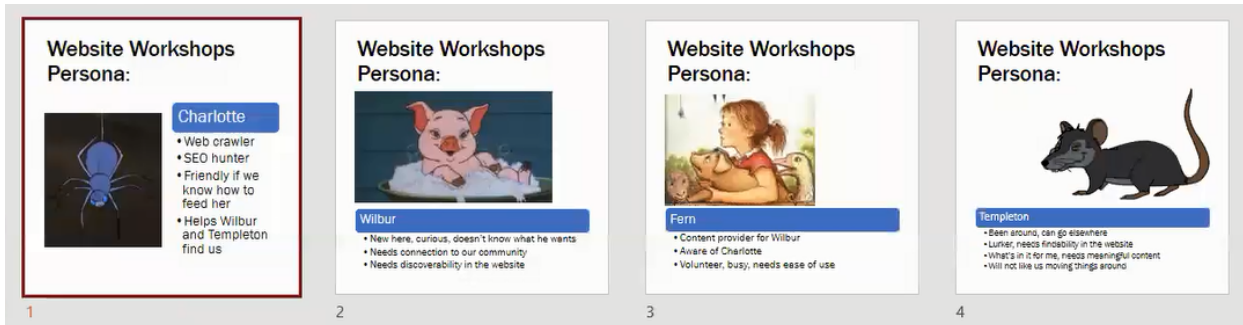


Session #2: Site Personas and Themes

Personas

Viqui Dill opened this session with a quick overview of the last website makeover workshop. For session #2, she explained that we are providing the consumable (website) and the website visitor is our consumer. Our goal is to create a website for our consumers, one that will meet the needs of the different types of users who comprise visitor traffic.

How do we understand the “consumer”? By creating personas of website visitors. Viqui created personas based on characters from the children’s book, *Charlotte’s Web*. See the video for more details.



Charlotte

- Web crawler
- SEO hunter
- Friendly if we know how to feed her
- Helps Wilbur and Templeton find us

Wilbur

- New here, curious, doesn't know what he wants
- Needs connection to our community
- Needs discoverability on the website

Fern

- Content provider for Wilbur
- Aware of Charlotte
- Volunteer, busy, needs ease of use

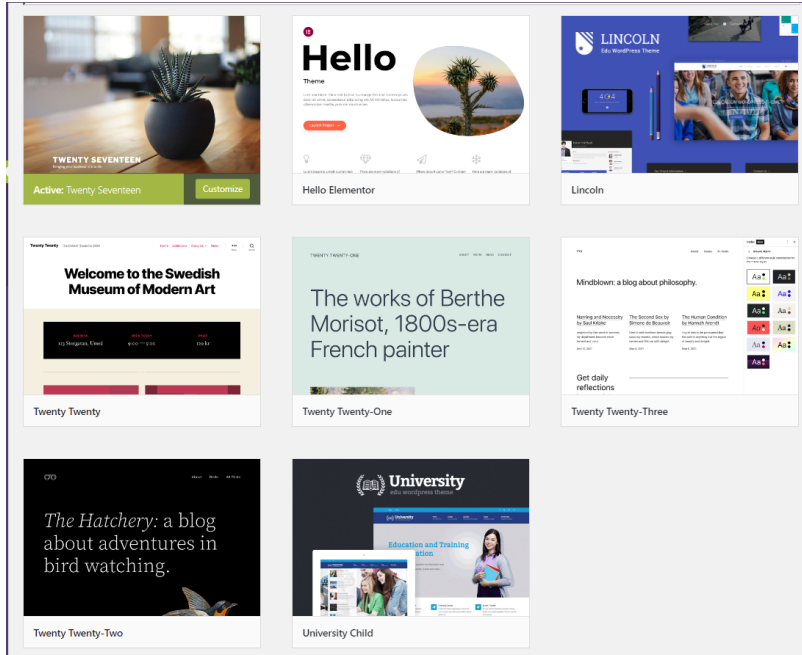
Templeton

- Been around, can go elsewhere
- Lurker, needs findability on the website
- What's in it for me, needs meaningful content

Themes

Tim Esposito guided us through the next portion of the session; we did not record as we were testing. We were able to “try on” new themes for the website with some of the WordPress (WP) themes available.

The following graphic shows the themes that are available on our site now:



Some considerations for changing the website theme:

- How many columns, and sidebars? TBD. Our current theme is one column and one right sidebar



- We will stick with the blog concept and menu tabs at the top of the homepage (not the bottom)
- We need fonts, headings, etc. that are better suited for accessibility
- We can use the header that Mellissa created

Next session

More in-depth application and discussion of themes, navigation, personas, and other website elements.