



User **Personas** help us create value for the company as we build better, more useful content

Viqui Dill, STC AF (she/her)

What is a Persona?

- A fictional character created to represent a user type that might use a site, brand, or product in a similar way
- Build empathy
- Provide direction
 - Who is your audience?
 - What is their background?
 - What experiences have they had?
 - What are they looking to accomplish?
 - What are some challenges they face?
 - What are some potential ways to address those challenges?

Example: Adobe

Clark Andrews

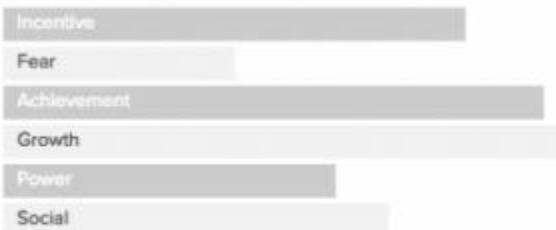
AGE 26
OCCUPATION Software Developer
STATUS Single
LOCATION San Jose, CA
TIER Experiment Hacker
ARCHETYPE The Computer Nerd

Friendly Clever Go-Getter



"I feel like there's a smarter way for me to transition into a healthier lifestyle."

Motivations



Goals

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

Frustrations

- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

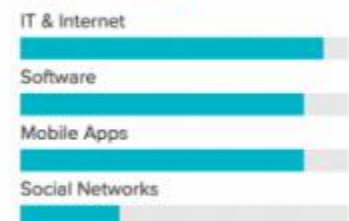
Bio

Aaron is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Aaron wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.

Personality




Technology



Brands



Example: USDA

Persona:	USDA Senior Manager Gatekeeper
Photo:	
Fictional name:	Matthew Johnson
Job title/ major responsibilities:	Program Staff Director, USDA
Demographics:	<ul style="list-style-type: none">• 51 years old• Married• Father of three children• Grandfather of one child• Has a Ph.D. in Agricultural Economics.
Goals and tasks:	<p>He is focused, goal-oriented within a strong leadership role. One of his concerns is maintaining quality across all output of programs.</p> <p>Spends his work time:</p> <ul style="list-style-type: none">• Requesting and reviewing research reports,• preparing memos and briefs for agency heads, and• supervising staff efforts in food safety and inspection.
	He is comfortable using a computer and refers to himself as an

Example: HHS

HHS.gov

Project H Personas

Health Care Professional



Alicia

Age: 47

Occupation: Family and General Practice Doctor

Employer: Raleigh Center for Family Medicine

Education Level: Post-Graduate

Income: \$188,000

BACKGROUND

After 10 years working on staff at a local hospital, Alicia and two of her colleagues have decided to start their own practice. She heard about the government mandate for electronic records at a medical convention. She is under a tight deadline to find out more about the mandate to bring back to her partners so that they can make decisions about hardware and software needs.

"I am excited about opening a new practice with my partners. We are starting small but looking forward to growing!"

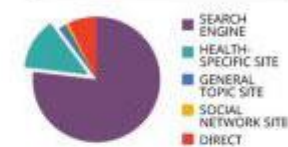
DEVICES



TECH SAVVY



SITE ACCESS



PRIMARY GOAL

Alicia is opening a small medical practice with two other doctors. Of the three partners, she is tasked with researching the government's mandate for electronic medical records by 2015. She wants to know if there are any incentives available to help her practice avoid penalties.

- Find information about certified Electronic Health Record products

FRUSTRATIONS & CHALLENGES

- I found it difficult to navigate the information on the OCR website because I am not sure where to look.
- I found press releases and news articles about EHR but nothing about EHR products.
- It was difficult for me to understand which regulations and provisions apply to my practice.

REASON FOR VISITING HHS.GOV

- Find out the HIPAA laws and policies related to electronically transmitting medical records
- Determine which provisions in the Affordable Care Act will affect her practice
- Research Medicare and Medicaid Electronic Health Record (EHR) Incentive Programs

FEATURES DESIRED



Easy to Read Content
Task-Based Navigation
Audience-Based Navigation
Interactive & Media Content
Mobile-Friendly
Consistent Look & Feel

Example: GlobalChange

Globalchange.gov

Scientist Steve

Works as: Gov Researcher

My themes: Evaluate,
Research, Advise, Analyze



His role

- Expert in climate change
- Engages deeply with USGCRP

Goals



- Advance his work through collaboration with other researchers
- Evaluate and provide feedback on the work of other scientists
- Identify gaps in existing climate research & explore new research topics
- Showcase & promote their contributions to federal climate research











Needs

- Searchable repositories of info & data (dashboards)
- Streamlined access to resources, data, and tools from other agencies
- Traceable references & citations, consistent across organizations
- Visibility into other areas of climate research that may be related to their work
- Instructions & tutorials on how to access & analyze federal climate data

Example: ADO Risk

Select affected personas ×

-  Mortgage Member Service Rep
-  Payment Services Specialist
-  Processing
-  Real Estate Lending
-  Real Estate Lending Process Automation
-  Regulatory Reporting
-  REL
-  ...

What about us



What about us?

What kind of Personas could we create?

Website Workshops

Persona:



Charlotte

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

Website Workshops Persona:



Wilbur

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

Website Workshops

Persona:



Fern

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

Website Workshops

Persona:



Templeton

- Been around, can go elsewhere
- Lurker, needs findability in the website
- What's in it for me, needs meaningful content
- Will not like us moving things around

Website Workshops Persona:



Homer Zuckerman

- Auditors
- Attention can mean consequences if we don't win the blue ribbon at the county fair
- Can send us to the butcher

REL Policy & Procedures

Persona Non Grata:



Viqui, STC AF (she/her)

- Enthusiastic and committed
- Decades of experience and sincerely wants to share it
- Belongs in the group with Fern but is aware that “it’s not all about me”

REL Policy & Procedures

Persona Non Grata:



Sheldon the Subject Matter Expert

- Enthusiastic and committed
- Decades of experience and sincerely wants to share it, especially wants to share how to avoid things that will cause errors and rework
- Already knows all the answers so he's a terrible model for the novice explorer

REL Policy & Procedures

Persona Non Grata:



Chuck the approver

- Busy and may ignore email for days
- Past user of the system, may or may not be a current user
- Incentive to document the minimum so he's a terrible model for the novice explorer

REL Policy & Procedures

Persona Non Grata:



Enid Strict, the Risk reviewer/tester

- Knows too much to get a fresh experience
- Incentive to document the minimum so he's a terrible model for the novice explorer



NOW, ITS YOUR TURN

Your turn

Who do you think about?

Who do you try to ignore?

Who are we missing?

Resources

- Adobe
<https://xd.adobe.com/ideas/process/user-research/putting-personas-to-work-in-ux-design/>
- Usability.gov
<https://www.usability.gov/how-to-and-tools/methods/personas.html>
- Digital.gov
<https://digital.gov/2015/01/09/personas-101/>
- Wikipedia
[https://en.wikipedia.org/wiki/Persona_\(user_experience\)](https://en.wikipedia.org/wiki/Persona_(user_experience))