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

Motivations
- Incentive
- Fear
- Achievement
- Growth
- Power
- Social

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 affect his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.

Personality
- Extrovert
- Sensing
- Thinking
- Judging

Technology
- IT & Internet
- Software
- Mobile Apps
- Social Networks

Brands
- Nike
- 31
- Love
- Checkmark
Example: USDA

<table>
<thead>
<tr>
<th>Persona:</th>
<th>USDA Senior Manager Gatekeeper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photo:</td>
<td><img src="image" alt="Photo" /></td>
</tr>
<tr>
<td>Fictional name:</td>
<td>Matthew Johnson</td>
</tr>
<tr>
<td>Job title/major responsibilities:</td>
<td>Program Staff Director, USDA</td>
</tr>
<tr>
<td>Demographics:</td>
<td>51 years old</td>
</tr>
<tr>
<td></td>
<td>Married</td>
</tr>
<tr>
<td></td>
<td>Father of three children</td>
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<tr>
<td></td>
<td>Grandfather of one child</td>
</tr>
<tr>
<td></td>
<td>Has a Ph.D. in Agricultural Economics.</td>
</tr>
<tr>
<td>Goals and tasks:</td>
<td>He is focused, goal-oriented within a strong leadership role. One of his concerns is maintaining quality across all output of programs.</td>
</tr>
<tr>
<td></td>
<td>Spends his work time:</td>
</tr>
<tr>
<td></td>
<td>Requesting and reviewing research reports, preparing memos and briefs for agency heads, and supervising staff efforts in food safety and inspection.</td>
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<td></td>
<td>He is comfortable using a computer and refers to himself as an</td>
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</tbody>
</table>
Example: HHS

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.

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

TASK-BASED NAVIGATION
MOBILE-FRIENDLY
AUDIENCE-BASED NAVIGATION
EASY TO READ CONTENT
CONSISTENT LOOK & FEEL
INTERACTIVE & MEDIA CONTENT

Easy to Read Content
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

<table>
<thead>
<tr>
<th>His role</th>
<th>Needs</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Expert in climate change</td>
<td>• Searchable repositories of info &amp; data (dashboards)</td>
</tr>
<tr>
<td>• Engages deeply with USGCRP</td>
<td>• Streamlined access to resources, data, and tools from other agencies</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Goals</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Advance his work through collaboration with other researchers</td>
<td>• Traceable references &amp; citations, consistent across organizations</td>
</tr>
<tr>
<td>• Evaluate and provide feedback on the work of other scientists</td>
<td>• Visibility into other areas of climate research that may be related to their work</td>
</tr>
<tr>
<td>• Identify gaps in existing climate research &amp; explore new research topics</td>
<td>• Instructions &amp; tutorials on how to access &amp; analyze federal climate data</td>
</tr>
<tr>
<td>• Showcase &amp; promote their contributions to federal climate research</td>
<td></td>
</tr>
</tbody>
</table>
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

[OK] [Cancel]
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)
• Enthuisastic 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
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

• Digital.gov

• Wikipedia
  https://en.wikipedia.org/wiki/Persona_(user_experience)