

Audience Persona

Team Name:

Team Bazinga

Persona name:

Lindsey Morton

Photo:



Location:

Omaha, Nebraska

Educational background:

Lindsey, grew up in Alliance Nebraska (Western Nebraska). She attended a private Catholic School K-12, although her family is not devout Catholics, they thought private school would provide a better education. After she graduated High school she was accepted into the University of Nebraska at Lincoln. After 5 years at UNL, she graduated with a Major in Political Science and a minor in Communications.

Technology Background:

She is comfortable with general usage of Computers and to surf Internet. She prefers the use of PC's over Apple products. She stays in touch with a lot of friends back home in Alliance by using Facebook. She also enjoys using Twitter, and currently has 200 followers.

Socioeconomic background:

Lindsey currently makes \$75k per year.

Her husband Greg, works for Union Pacific and currently makes \$65k per year.

Combined income of \$140k per year, with a family of four, this puts Lindsey's family in the Upper income tier for the Omaha-Council Bluffs Metro area.

Profession/Job:

After college Lindsey moved to Omaha, and started working for Redstone Marketing. She currently makes \$75k per year.

Values:

Education, Humanity, Religion, Service to Society.

Interests:

After college, she spent her free time helping her community by volunteering at the Nebraska Humane Society. There she met her future husband Greg. Lindsey and Greg were married a couple of years later and, started to raise a family. Lindsey and Greg currently have two children a Boy who just turned 4, and an 18-month-old Girl. Greg and Lindsey love their children very much and want to make sure they provide the best future for their children.

Lindsey has also started to become restless in her current job in Marketing. She has been considering running for a public office at some point. Since her number one passion is her children, she thought that she might use that passion and see if she can get involved in the education system and find opportunities to make things better.

Concerns:

School overcrowding affecting test scores. Having access to well-educated teachers, in turn improving education quality. Student dropout issues, and Child education awareness programs

Challenges:

Lindsey, only having experience with Private school (and being from Western Nebraska), is not sure if Public school is good enough. She and her husband would like to evaluate the Public Schools in Omaha Metro and make the best possible decision. Apart from that another issue Lindsey is struggling with, is how to measure education success effectively? Standardized test scores can be argued for or against depending on what political side you are on. Lindsey is trying to keep an open mind and would like the data to speak for itself.

Wants & needs:

Lately Lindsey and her husband have been having discussions about their children's future, and what kind of education they need to provide. Apart from Good Quality Education, Lindsey needs proper information about each school.

The data which is currently available for public consumption includes information regarding Dropout Rates, Graduation Percentage, Teachers with Master's degrees, and Standardized test scores from four subject areas. This data has mixed granularity from Schools, Districts, and State. Once the data was cleaned, there are five different datasets to evaluate schools with.

Aims & goals:

Primary objective is to evaluate Omaha Metro schools based on information that is available to the public, and to decide if Public School education is succeeding. Second objective is to understand enough about the Public-School system to see if