**User Personas & Mobile User Journey Maps**

*Capturing diverse employee roles, user contexts, and interaction scenarios across remote and HQ settings*

**Purpose:**

To understand the end-user landscape and design inclusive, intuitive mobile experiences tailored to real-world tasks and constraints in humanitarian, development, or administrative contexts.

**Representative User Personas:**

| **Persona** | **Description** | **Key Needs** | **Pain Points** |
| --- | --- | --- | --- |
| **Field HR Officer – Moses (Kenya)** | Deploys, monitors, and reports on staff movements in refugee camps. | Offline access, quick staff lookup, biometric sync, daily reporting | Network outages, delayed updates, manual paperwork |
| **Mobile Health Worker – Amina (Somalia)** | Captures vaccination data in rural areas using a tablet. | Fast patient entry, voice prompts, GPS tagging, visual cues | Low digital literacy, power issues, slow sync |
| **HQ HR Analyst – Carla (New York)** | Manages analytics dashboards for regional staff turnover and contracts. | Filtered reports, audit trails, secure access, bulk updates | Confusing UI, poor data validation, legacy system integration |
| **Monitoring & Evaluation Officer – Jean (DRC)** | Reviews data consistency between mobile entry and DHIS2 exports. | Data logs, export audit, threshold alerts | Incomplete submissions, device fragmentation |
| **System Administrator – Raj (India)** | Oversees user roles, software updates, and backup protocols. | Central admin console, SSO, escalation alerts | No standard policy enforcement, lack of audit trails |

**User Journey Maps (Example: Field HR Officer - Moses)**

**Goal:** Record and approve field staff attendance and transfer requests.

| **Stage** | **Action** | **Experience** | **Opportunities** |
| --- | --- | --- | --- |
| Login & Authentication | Biometric ID or PIN unlock | Fast on 4G, slow on 2G | Enable auto-login in secure zones |
| Task Overview | View daily action items | Clear list but lacks prioritization | Color-code urgent requests |
| Staff Lookup | Search by ID, name, region | Sometimes slow | Cache recent lookups locally |
| Attendance Input | Select location, mark time, attach selfie | Smooth, but time zones may mismatch | Auto-capture time via GPS |
| Sync & Submit | Queue submission for upload | Frustrating if no signal | Add offline mode with sync notification |