

Persona Development

To ensure the design team was designing for the correct target audience, and solving problems for the appropriate user segment; we built user personas based on a series of interviews with different individuals from a variety of user segments. These individuals have varied backgrounds and represent a sampling of the most common use cases, their goals, and common frustrations and point points each of them tend to experience.

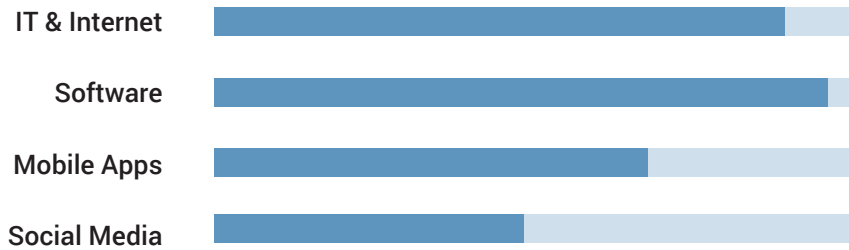


Michael Robertson

Role: Alert System Administrator



Competencies



Background

Michael has been living in California for the past 35 years with his wife and children, who are now mostly grown and out of the house. He has been working in a software and tech in some capacity for his entire career. He is familiar with infrastructure and the challenges that surround managing, maintaining, and messaging potential critical public facing crises.

Goals

- To be able to send notifications to a large number of registered users with a simple, easy to use interface
- To be able to track past events and see where they occurred
- To be able to get a count on the number of registered users that notifications were sent out to in an effort to analyze overall system efficiency and efficacy

Frustrations

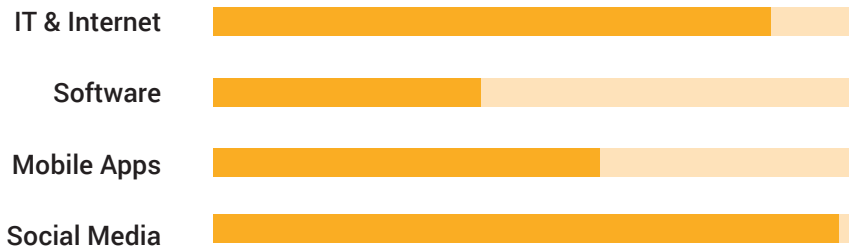
- System is not able to handle very large numbers of notifications quickly, the system must queue and batch send notifications which can sometimes mean notifications go out in a less than ideal window
- He is currently only able to see a list of event notifications in a list view, but there is no real way for him to easily visualize these events

Jane Remington

Role: California Resident



Competencies



Background

Jane is a lifelong California resident and has small children in school across town from where she works. She is a part time student and considers herself to be computer and internet savvy. She worries that with the current system she can't be notified of events happening in different parts of town. She has to rely on word of mouth and news events rather than a State or locally managed alert system.

Goals

- To be able to receive notifications in multiple formats for multiple areas or regions
- To be able to create preferences that allow her to register her residence, work location, and other areas to receive emergency notifications (E.g. work, home, child's school, etc.)
- To be alerted in real-time when an emergency event is happening near her

Frustrations

- Jane is currently only able to receive notifications via email, would like other format options
- The current system does not allow her to see other emergency events in her area