



# Leveraging Personas to Enhance the Citizen Experience

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# On Our Agenda...

- The importance of the citizen experience.
- Leveraging personas to enhance the citizen experience.
- Using qualitative and quantitative data to create personas.
- Keeping your personas up-to-date.

# The Experience Economy

People favor products and services that offer a full brand experience.





**Government Websites Are  
Making the Shift to Address...**

**“THE CITIZEN EXPERIENCE”**



**What Does This Have to Do  
with Personas?!**

Personas are fictional yet **realistic** and **detailed descriptions** of characters who embody the **behaviors, attitudes and attributes** of archetypical audience members.





# What Value Do Personas Bring?





Personas help paint a **vivid picture** of your user groups so that we can really understand the perspectives, needs and wants of each user group.



Personas give everyone on your team a **common vocabulary** to use, leading to greater accountability and a more focused end product.



When the persona development process properly leverages involvement from the whole team, the process itself encourages **greater buy-in** around subsequent decisions and the final product.

# How Do We Create Personas?

- Encourage **team** involvement.
- Incorporate **qualitative** and **quantitative** research.
- Craft **concrete** rather than elastic personas.



# Gathering Qualitative Insights

Identify key stakeholder groups.



# Choose Your Methodology

- User interviews
- Focus groups
- Surveys
- Combination of all three



# Question Development

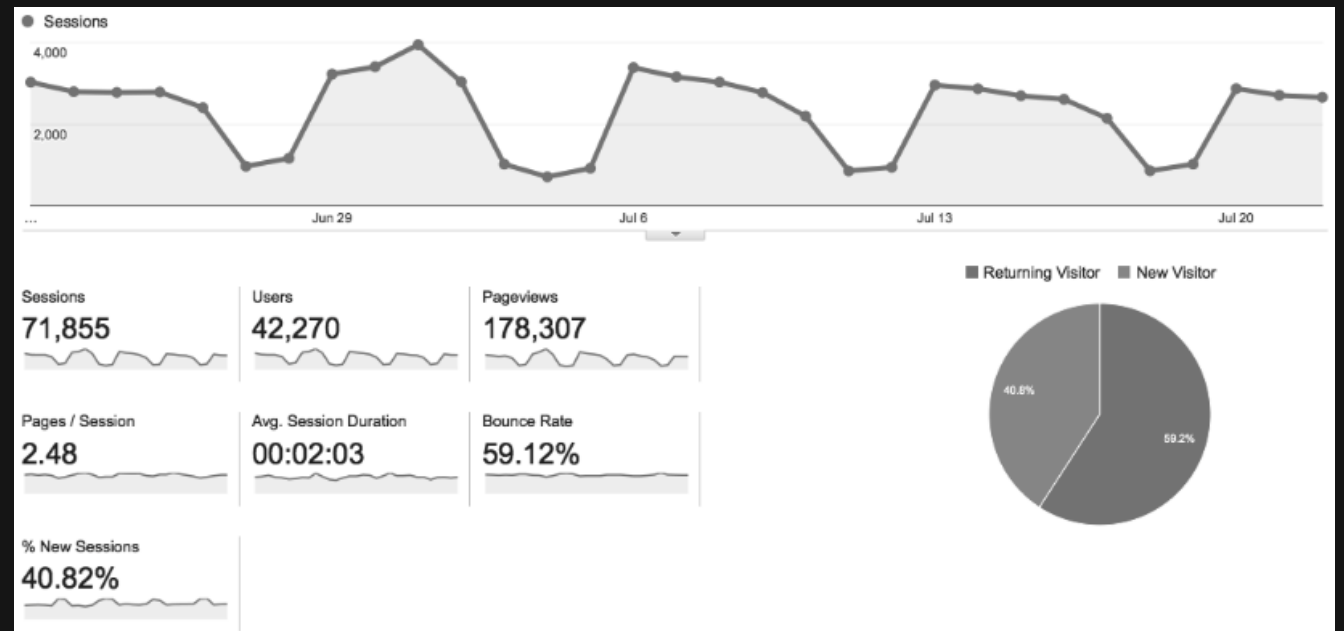
- Get participants talking!
  - Explore background/work/personal and professional roles.
  - Explore relationships with respect to Organization X.
  - Explore usage or interaction patterns between John Doe and Organization X.
  - Explore challenges and goals with respect to needs and wants.

...do your best **not** to ask leading-questions!

...and remember to **record** your conversations!

# Gathering Quantitative Insights

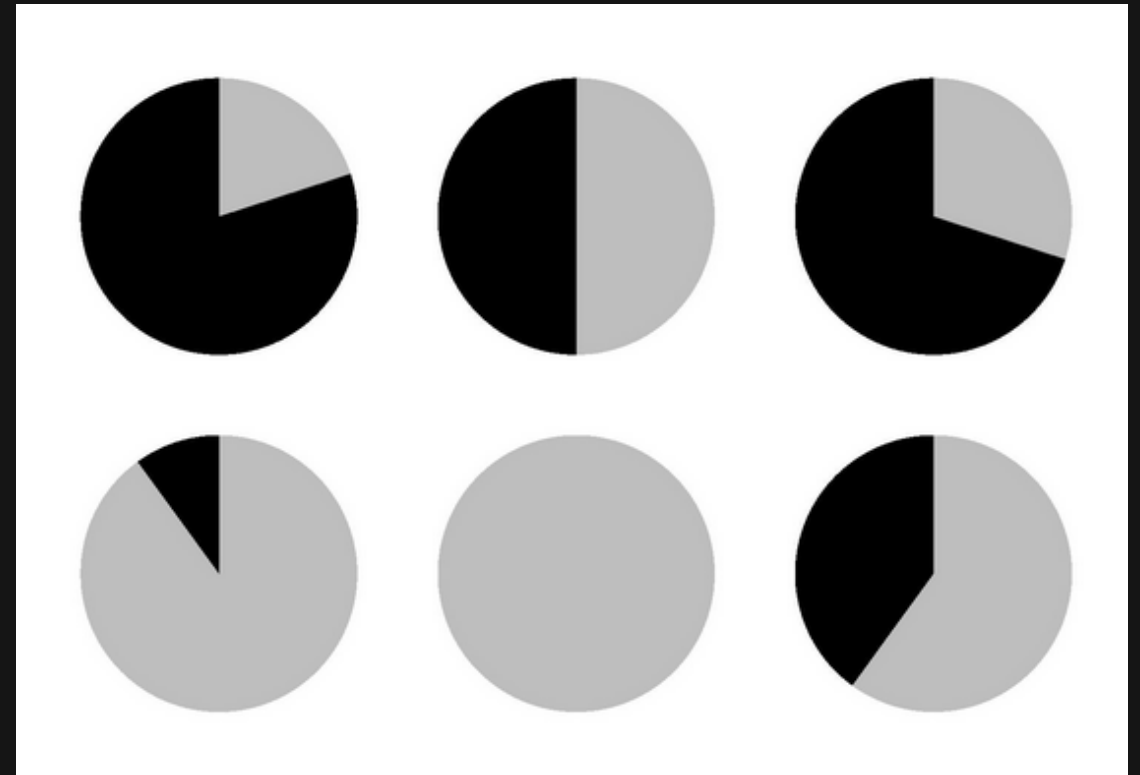
- Gather data from existing communication channels:
  - Website, social media and email communications analytics.
  - Technical assistance queries.





# Consider These Tools

- Leverage government database:
  - U.S. Census Bureau
  - Data.un.org
  - Foresee
- Search through data with a particular question in mind!



# Distilling the Data

- Lay out your 3-7 user groups:
  - Patients, Patient Caregivers, Medical Industry Professional, etc.
- Identify key categories to consider:
  - Needs, motivations, user challenges, etc.
- Use sticky notes to sort and distill:
  - Note these learnings on sticky notes, using 1 to 5 words.
  - Group “like-minded” sticky notes together into clusters within each category and user group.



# Building Out Your Personas

Build out these attributes into vivid and believable personas:

- Give each role a name and a tag line (e.g., Hannah the inquisitive medical student, etc.)
- Consider bio's and quotes.



# Formatting Your Personas

The more detail, the better!







**"I'M EXCITED TO BE IN A BIG, NEW CITY AND TO BEGIN MY STUDIES. I'M CONSTANTLY ON THE GO, RESEARCHING TOPICS THAT INTEREST ME AND HANGING OUT WITH MY NEW FRIENDS. I WANT TO MAKE SURE I'M IN THE LOOP WITH ALL THE LATEST AND FUN EVENTS IN THE METRO AREA."**

## ABIGAIL JENNINGS

**Adventurous Learner**

**Age:** 19 | **Gender:** Female | **Occupation:** College Student

Abigail is a freshman at a well-known university in Washington, DC, considering a major in Liberal Arts. Outside of school, Abigail is excited to become more familiar with her new city, especially because she was raised in a small town that did not offer diverse cultural experiences. She is already entranced by DC's food trucks and music festivals and hopes to attend a variety of performances and events in the city throughout the school year. Abigail wants to get involved in her new community, either as a volunteer or through an internship. Being a newcomer to the city and to her school, Abigail does not want to pigeonhole herself into one course of study or one type of experience—she wants to see and experience everything to get a feel for her new environment. As such, it is important to Abigail to know about all relevant upcoming cultural events and news that could provide opportunities to get to know new people, including other students.

### EXPECTATIONS

- Abigail expects quick and relevant content at her fingertips. She scans content and too much information is a deterrent for her.
- She pursues connections with trusted communities and seeks information from reliable sources. Abigail becomes loyal to organizations and brands when she has positive interactions with that community.
- Abigail is extremely active on social media. She not only searches for events, information and communities but also posts when she is attending activities and tags relevant social accounts.

### MOTIVATIONS

- Abigail is up for anything that ignites her passion and piques her cultural interest.
- She values two-way conversations from brands and communities on social media. If she asks a question or posts content, she expects that brand to engage with her.

### CHALLENGES

- With many channels and resources available, Abigail needs clear call to actions and digestible content. She is looking for the one-stop shop for information and events.
- As a college student, Abigail does not have an expendable income. As such, she is very interested in free resources that are relevant to her studies and interests.

### VALUES

- Abigail values events that are easy to find and attend. She likes flexibility that allows her to join a gathering at the last minute or plan a group outing for months in advance.
- She prefers quick information that is easy to access and share on social media.
- Abigail likes group activities and opportunities to meet people outside of school.



# Keeping Personas Up-to-Date

- Keep your personas top-of-mind.
- Update your personas as you uncover new information along the way.
- Conduct baseline and semi-regular research.

# Key Takeaways

- Value: Personas paint vivid pictures of archetypical audience groups so that we have clear understanding of audience needs and wants when developing a website.
- Research: Leverage qualitative and quantitative insights.
- Development: The more detail, the better!
- Relevance: Refer to your personas to justify particular decisions, and update personas as you make new discoveries.



# Questions?

...And Thank You!

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