Better Government Personas

June 6, 2017

Key Personas
Who They Are and What They Do

Sam Chen
Mid-Level Manager

Driven to improve efficiency despite lack of management support

Loves trying new things but fears failure

Angela Martin
Senior Executive

Career fed with 30 years of service at her agency

Fighting for funding for her agency's programs

George Contreras
Everyday Employee

Wants to progress, but doesn't know how

Not rewarded for doing good work

Keisha Norton
Government Innovator

Started working as product manager in CTO office

Tries to create new pathways to innovation within old guard

Kelly Smith
New to Government Analyst

Wants government to improve lives through innovation

Frustrated by bureaucracy in government

SAM CHEN, 42
Deputy Director

Single father of one, Marine Corps veteran with 12 years in government.

Goals & Objectives

- Concerned hiring freeze will limit ability to recruit new talent
- Wants to tap into innovators in government
- Driven to improve efficiency despite lack of support from senior management
- Aiming for a promotion in the next few years

Behaviors

- Balances 50 hour weeks and care of 16 year-old son
- Early adopter of technology and gaming
- Keeps current via TechCrunch and tech blogs
- Frustrated with team's lack of enthusiasm for innovation
- Loves trying new things, but fears failure

Traits

Tech Savvy

Marketing Savvy

Seniority

Visually Driven

Data Driven

Risk Tolerance

Ambition

ANGELA MARTIN, 55
National Director

Married with two daughters, nearing retirement and fearful of major program cuts in current budget climate

Goals & Objectives

- Career federal employee with 30 years of service
- Wants to improve public perception of agency
- Fighting for funding for her agency's programs
- Wants to establish a legacy before retirement

Behaviors

- Works 60 hour weeks and has seen it all before
- Loves keeping up with family, friends, and news via Facebook and Instagram.
  Technologically aware, but not early adopter
- Serious at work, but likes to hike with her dogs and have family and friends over on the weekend

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Marketing Savvy

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KELLY SMITH, 32

Program Analyst

Tech-savvy, embraces design thinking, frustrated with bureaucracy of government.

Goals & Objectives

- Wants to build better products and services
- Sees technology as the great equalizer
- Frustrated by bureaucracy in government
- Wants more support from her manager

Behaviors

- Loves to network and is very social
- Inspired by time as Peace Corps volunteer in Kenya
- Wants government to improve lives through innovation
- Comfortable with risk
- Technologically savvy

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KEISHA NORTON, 36
Product Manager

Newly married, just started working as a product manager in her agency's Chief Technology Officer's office
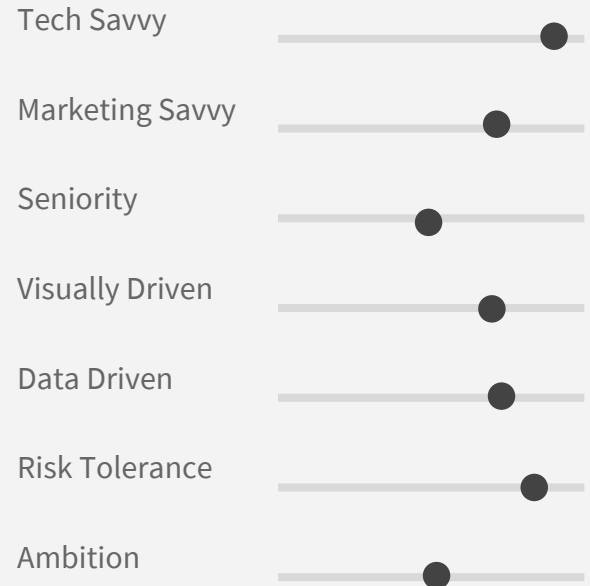
Goals & Objectives

- Works hard to change how management views innovation
- Balances tension between work and pursuing new ideas
- Tries to create new pathways to innovation within old guard
- Focuses on lack of diversity and inclusion at work

Behaviors

- Thinking about starting family and impact on career track
- Early adopter of agile/lean software development
- Known in the government network of innovators
- Excited about potential impact in her new position

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GEORGE CONTRERAS, 38
Senior Program Analyst

Married with young two kids, active in local community, 10 years in government.

Goals & Objectives

- Wants to improve program efficiency but not sure how
- Motivated to make progress his office has promised but not achieved over the past decade
- Is somewhat satisfied with his job and wants to stand out to management in order to get promoted

Behaviors

- Works 9-5:30 and teleworks twice a week
- Spends time at home and volunteering at local library and community center
- Discusses vision for office to "work smarter" with his supervisor on regular basis
- Uses technology and social media to document family life

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