**Unsolicited Site Redesign**

**Alberta Politics**

**Assumption Persona’s**

**Persona #1**

**Kate the Activist:**

*“I am woke, informed and engaged, I follow local political blogs and am very active on social media”*

Millenial – Argues in comments sections on FB and uses Twitter, attends protests and rallies

Goals: Wants to stay up to date on current events and share articles on social media that supports we world view

Concerns: I need to quickly be able to find current news or find articles about current events that back up my claims

**Persona #2**

**Adam the Teacher:**

*“I like to find different perspectives on current events that I can use for my social studies class.”*

Gen X or Millennial – Teaches social studies and looks for perspectives from either side of the political spectrum to bring a balanced point of view

Goals: Wants to engage his students and teach them how to think critically

Concerns: How do I filter content to find information on different political topics that my class might be discussing

**Persona #3**

**Boomer Bob:**

*“I like reading political websites and blogs when I use the internet”*

Boomer – Retired, was probably part of a union and likely supports a political party.

Goals: Needs the content to be readable, concise and informative.

Concerns: Who would I contact that could help inform me about current archaeological events?

**Alberta Politics**

**Site Features**

Simple site navigation with a search feature

A Hero Banner with a featured article

Bold headlines and an easy to read blog structure

Internal links

A sign up page

Donation Form

A comments section