A person wearing glasses

Description automatically generated with low confidence

Persona 1)

**Name:**

Dylan

**Description:**

Dylan is a middle-aged Man (in his thirties), in a gated suburb. He currently works in marketing Selling Produce to Global Food Market Chains. Looking to help his son with his primary school project on homelessness using the website and their respected services given

**Needs and Goals:**

* Quick and easy information to data
* Easy accessibility to information and filters
* The data articulated such in a way that is readable and understandable
* Website has stories from first persona counts

**Skills and Experience:**

* Well Versed in current technology
* Understandable and competent under pressure of multitude of filters or process at one time
* Calm and Collected
* Works with Complicated IT Systems regularly

**Pain Points:**

**Context Scenario:**

Dylan’s Kid “Nathan” in primary school has been assigned a project for his final grade of that a research poster on Homelessness. Nathan has asked if Dylan could complete the project for him and agrees. Dylan reading the specifications of the project has noticed that he needs to get specific data to fit the data requirements given to him in which are to find the count of Homeless within Sydney that are 10-20 years old. and then having to put the data and paste it onto the sheet of poster paper giving it to him the next day for school

**Key Path Scenario:**

1. Dylan enters the URL of the website: “Local: Host/7001“‘
2. Moves his mouse to the welcome Page link and clicks it, loading him fast into the page and reads the content on the page where he needs to go
3. Dylan Moves His mouse to the topnav and moves his mouse to simple data and interacts with it
4. Reading the description of the page Dylan learns the various functions of the page
5. With respect to the specifications of the filters. Dylan selects the drop-down box of “State”
6. Giving a selection of states, Dylan selects NSW.
7. Moving the cursor to the age section, given a set of checkboxes with certain range of ages, Checks with instant feedback “Ages-10-20”
8. Having finished the filters Moves the cursor to the Compute button outputting the data below in the lower middle centre of the web page
9. Copying and pasting the information into a word document.
10. Cuts out the information and Labels it on a piece of poster paper

**Logical steps for each Persona / User that’s being tested:**

**Dylan)**

Step 1: On entering the website, please take all information on screen in consideration

Step 2: go to the “how to use” page

Step 3: take in the relevant UI design and relevant information presented on the page

Step 4: from the topnav click “simple Data” hyperlink

Step 5: read the description of the page and use the relevant UI features on the site to find the Amount of Homeless in Sydney from ages 10-20

Step 6: find the amount of Homeless in the city of Casey (an LGA)?

Step 7: Return to the home page and exit the page

**A person smiling next to another person

Description automatically generated with low confidencePersona 2)**

**Name**: Joanna

**Description**: Joanna is a lower-class middle-aged woman who has been living off her pension due to a workplace environment and Currently at risk of being homeless with her three kids.

**Needs & Goals:**

* Quick Support
* Affordable Living
* To Make sure that her three kids will be taken care of.
* Easy and relevant support to her situation
* To Earn the minimum living to support her family

**Skills:**

* Understanding of technology
* Empathetic
* Strong minded
* Great friend group

**Pain Points:**

**Context Scenario:** After a devastating workplace incident at a Car Rental Company Joanna has lost all function of both feet and hasn’t been able to work since or find other jobs due to her disability. Since the accident Joanna has had a hard time on getting information on how to get help with her disability and at risk of homelessness. Joanna’s friend Naomi sends her a site “Local: Host/7001“saying there’s help for those at risk of homelessness. Joanna wanting to find information on the form of links relative to her situation to help her.

**Key Path Scenario:**

1. Joanna enters the URL of the website: “Local: Host/7001“‘
2. Joanna takes in the welcome Page and moves the cursor to how to use page.
3. Clicking on the reference Link, the Welcome page loads and Joanna is greeted to the functionality and subpages of the site
4. Understanding where to go Joanna clicks on “Information for At Risk / Homeless hyperlink at the bottom
5. The Page loads and contains a summary list of clickable links of sections of information on the page
6. Joanna Clicks on the relevant link to her situation and moves the webpage to that situation
7. Repeating for the necessary number of times or when she has gathered enough information
8. Joanna closes the website

**Logical steps for each Persona / User that’s being tested:**

**Joanna)**

Step 1: On entering the website, please take all information on screen in consideration

Step 2: go to the “how to use” page

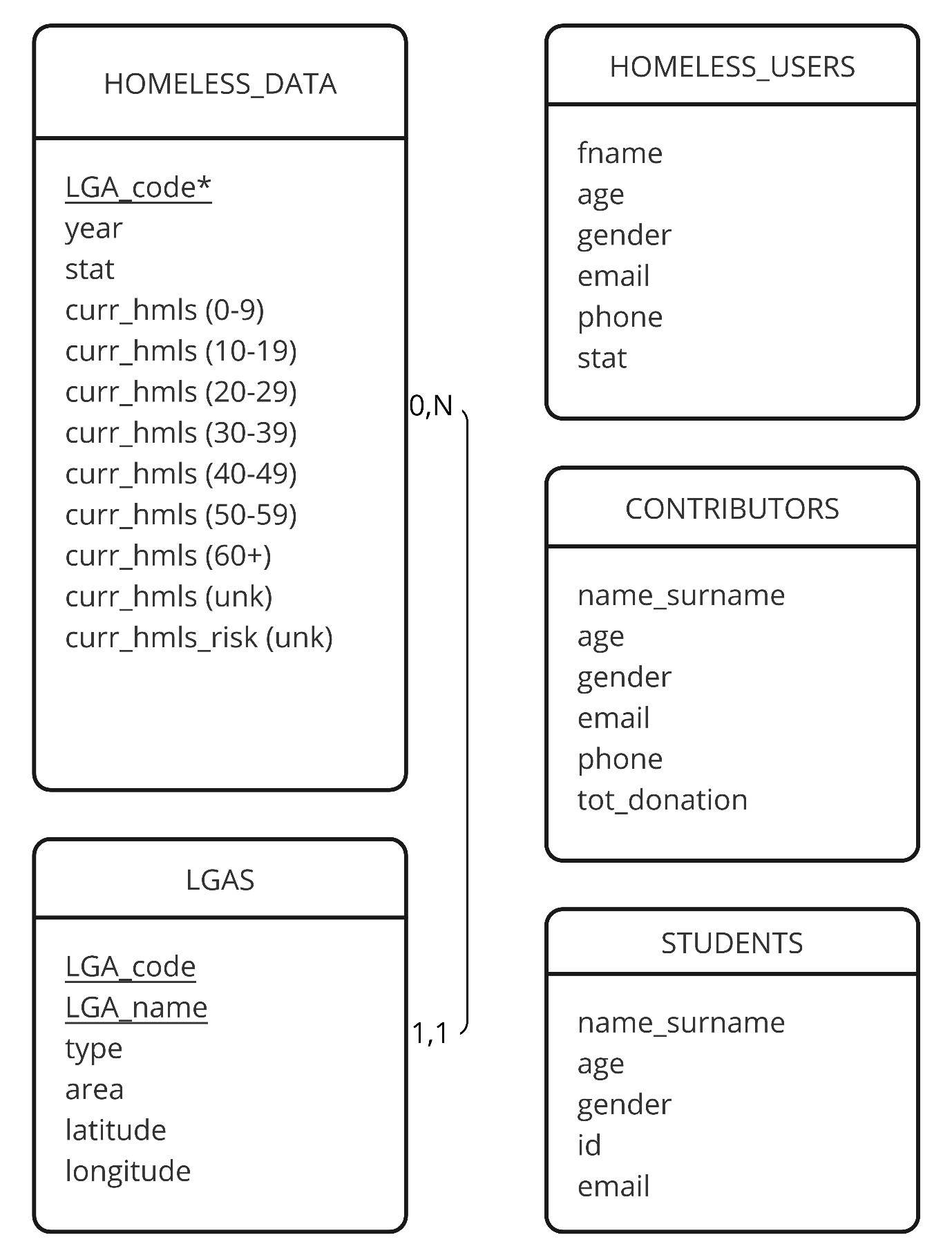
Step 3: take in the relevant UI design and relevant information presented on the page

Step 4: using the how to use page navigate to the ““Information for At Risk / Homeless” page

Step 5: whilst on the current page navigate to each section that coincides with the personas / your goals and personas, repeat for all

Step 6: for each “goals and wants” please highlight it on the given personas page.

**Updated ER**

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