User Identification

Personas

Applicant

Name: Hans Fischer Age: 18 Role: Applicant Location: Germany, Munich	
Bio Hans is a student hoping to study at a university in the UK, so he must apply for a study visa. He suffers with deuteranopia, a visual impairment and so struggles to navigate and obtain information from certain website designs.	**Goals** Learn about the Visa process and determine what type of Visa he needs. Get advice on what he needs to do when applying for a Visa. Apply for a study visa to then study at a university in the UK.
Personality: Worrisome Organised Introverted	**Frustrations:** Has trouble extracting information when site colour schemes are red and/or green. Is not confident with using technology.
Preferred device: Mobile Tablet	**Motivations:** User friendly (accessibility) Simplicity Easy to navigate

It's estimated that red-green colour vision deficiencies occur in 1 out of 12 men and 1 out of 200 women, according to the UK National Health Service. (Griff, 2020) (NHS, n.d.)

Name: Jean Baptiste Age: 26 Role: Applicant Location: France, Lyon	
Bio Jean is a self-employed business owner working in the city of France. He's seeking to expand his business abroad to the UK and so needs a work Visa to do this.	**Goals** Apply for a Visa in order to pursue business ventures in the UK. Get the correct Visa type for his circumstance and go through the process

However, he is extremely busy and so cannot spend a lot of time finding out all of the information and how to apply for Visas by himself.	as fast as possible.
Personality: Confident Independant Disciplined	**Frustrations:** Is unfamiliar and overwhelmed by the Visa application process. Reading through endless articles to finally get to the relevant information.
Preferred device: Computer Tablet Mobile	**Motivations:** Speed Localisation Simplicity

Visa Consultant

Name: Bruno Wagner Age: 48 Role: Visa Consultant Location: Germany, Berlin	
Bio Bruno is a visa consultant working for AFS in the German branch. He is experienced with several visa laws and the process surrounding this. The process has become digitalised and now as an operator of the AFS visa processing system he hopes to use his skills and through the system advise applicants on the best course of action.	**Goals** Listen to applicants' queries and then use the system to provide the correct advice. Access the system and view information on visas.
Personality: Doesn't like change Methodical Rigid	**Frustrations:** If it doesn't aid his current job in some sort of way then he is unlikely to adopt this into his workflow. Is sceptical of technology replacing his job.
Preferred device: Computer	**Motivations:** Efficiency Ease to use Simplicity

Name: Elise Becker Age: 28

Role: Visa Consultant **Location:** France, Paris	
Bio Elise is a previous call centre operator moving to the digitalised process of AFS's visa processing system. She previously took calls and advised people over the phone but now wishes to make a smooth transition to the live chat service AFS provides. As long as she can still help out worrying applicants then it's a welcome change in her eyes.	**Goals** Listen to applicants' queries and then use the system to provide the correct advice. Supports applicants through the live chat service.
Personality: Flexible Open-minded Compassionate	**Frustrations:** If the transition to the new system is too messy then it would disrupt her workflow too much. Having no system localisation in her language would be difficult as she struggles with english.
Preferred device: Computer	**Motivations:** Human-centric system Smooth workflow Simplicity

Documentation Reviewer

Name: Louis Bernard **Age:** 30 **Role:** Documentation Reviewer **Location:** France, Lyon	
Bio Louis is a documentation reviewer working for AFS in the French branch. As a documentation reviewer he is very meticulous and checks things extensively. If things are not up to the exact requirement and detailed enough then this is unacceptable to him.	**Goals** To review applicants submitted documentation and check its validity. To be able to follow up and ask for more or alternative documents when needed.
Personality: Regimental Meticulous	**Frustrations:** Waiting for things to load which essentially stops him from doing his job.

Detail-oriented	Lack of detail or a poor quality making it harder to carry out his job.
Preferred device: Computer	**Motivations:** Efficiency Detail / feature-rich Speed

Name: Ella Klein **Age:** 25 **Role:** Documentation Reviewer **Location:** Germany, Berlin	
Bio Ella is a documentation reviewer working for AFS in germany. She is a hard worker but struggles to work for long periods of time due to suffering with carpal tunnel. She often uses other more economical peripherals to interact with her computer so the system should account for this.	**Goals** To review applicants submitted documentation and check its validity. To be able to follow up and ask for more or alternative documents when needed.
Personality: Hard-working worrisome	**Frustrations:** Tends to worry when her condition gets in the way of getting as much work done as she would like to.
Preferred device: Computer	**Motivations:** Accessibility Ease of access simplicity

Branch Manager

Name: Ivan Petrenko **Age:** 32 **Role:** Branch Manager **Location:** Ukraine, Kiev	
Bio Ivan is a branch manager at the Ukraine branch working for AFS. He's a team player and likes to support his colleagues as much as possible but in order to do this he needs to keep track of how much work is being produced and identify breakdowns in the workflow.	**Goals** Support colleagues as best as possible by identifying individuals with lower numbers of visas processed. View statistics on overall visas processed in his branch to feedback to the higher ups at AFS.

He's not too inclined to use technology and complicated statistics but if it could provide him a better insight it would allow him to better support his team of colleagues.	
Personality: Optimistic Thoughtful Old-school Open to change	**Frustrations:** Not familiar with analysing data and so anything too complicated is not ideal. Believes technology is unreliable and so tends to adopt analogue methods.
Preferred device: Tablet Mobile	**Motivations:** User friendly Simplicity Enhances current job

Name: Jeffrey James **Age:** 64 **Role:** Branch manager **Location:** UK, Brighton	
Bio Jeffrey is a branch manager working for AFS in Brighton is used to the old paper system and only has an old low power computer as he works from home this also means he doesn't have a good internet connection. He wants to keep tabs on all of his staff and the work they're outputting regardless of this and doesn't want to buy a costly new machine.	**Goals** Manage team by identifying individuals with lower numbers of visas processed. View statistics on overall visas processed in his branch to feedback to the higher ups at AFS.
Personality: Rigid Old-fashioned Strict	**Frustrations:** When he can't access systems because they are too poorly optimised for his low power machine.
Preferred device: Computer	**Motivations:** Optimisation Speed Accessible

National Administrator

Name: Anna Panchenko **Age:** 28 **Role:** National Administrator **Location:** Ukraine, Kiev	
Bio Anna is a national administrator dealing with all branches across Ukraine. Her job is time critical and any downtime she is applying updates to the system is time that applicants cannot use it. She is very conscientious of this and likes to get her job done quickly.	**Goals** Manually edit eligibility rules for Visas when it is changed by the government. Add a new type of visa to the system when a new one is declared for application by the government.
Personality: Regimental Systematic Punctual	**Frustrations:** Dealing with an inconsistent and unreliable system. Taking too long to navigate to something, must be easily accessible.
Preferred device: Computer	**Motivations:** Optimisation Efficiency Speed

Name: Betty White **Age:** 52 **Role:** National Administrator **Location:** UK, Sheffield	
Bio Betty is a national administration dealing with all branches across Sheffield. She has very poor sight however manages to get around this by using a screen reader to clarify what she is clicking on and navigating around. Despite her old age she is still very competent with technology and has been trained well. If there aren't any alternate text for items on screen this leaves a sense of uncertainty for Betty as she feels she's not getting all of the information that those who can see get.	**Goals** Manually edit eligibility rules for Visas when it is changed by the government. Add a new type of visa to the system when a new one is declared for application by the government.
Personality: Persistent	**Frustrations:** Her disability gets in the way of daily tasks

Flexible Conscientious	including her job. Sites not accommodating for accessible needs.
Preferred device: Computer	**Motivations:** Accessibility User friendly

International Administrator

Name: Daniel Jenkins **Age:** 40 **Role:** International Administrator **Location:** UK, London	
Bio Daniel is a hardworking individual who despite his issues with dyslexia has worked his way up the role of International Administrator. He is less concerned with time and more focused on doing his job the best he can even working on his tablet during the commute to his office. He loves to see the business grow to new countries so that they can also benefit from AFS's services.	**Goals** Setting up new countries for visa applications. Setting up staff accounts and assigning permission levels to internal users.
Personality: Systematic Detailed-Oriented Business minded	**Frustrations:** Poor designed systems with no scalability in mind. Harsh colour schemes or design layouts especially with dyslexia making it harder to carry out his job.
Preferred device: Computer Tablet	**Motivations:** Comfort Easy to use Scalable system with room for growth

Name: Emma Fitsz **Age:** 44 **Role:** International Administrator **Location:** Germany, Belgium

Bio	Goals
Emma is a higher up in the AFS organisation known for her reliability as an administrator. Part of her new responsibilities she now needs to set up new staff on the system and make sure they have the correct permissions assigned. She is very particular about her reputation and likes to go the extra mile to make sure new recruits are set up before they start working by working longer hours, if the system is down during this time this would have an impact on her job greatly.	Setting up staff accounts and assigning permission levels to internal users.
Personality: Compassionate Hard-working Thoughtful	**Frustrations:** Her job impacts anyone else's ability to do their job properly. Unreliable system that goes down frequently.
Preferred device: Desktop	**Motivations:** High-system uptime Efficiency

Scenarios

Scenario 1 (Hans - Applicant)
Hans Fischer, 18, an applicant from Germany wants to study abroad at a university in the UK. He suffers from deuteranopia and so when sites use red and green colour schemes he often struggles to attain certain information making the overall user experience for him a lot worse. On top of this he also struggles with technology in general and so requires a fairly simple and straightforward system to ease the process of applying for a Visa. A simple and well organised and easy to use website with an easy to read colour scheme without anything too high contrast would be a lot better than the current sites available. (Chatterjee, 2022)

Scenario 2 (Jean - Applicant)
Jean Baptiste, 26, an applicant from France wants to work abroad and expand his business. He is an extremely busy person as he has to manage his business constantly. The current method of applying for visas is very time consuming and also very complicated. A quick and efficient way to get the advice on what visa he needs and then be able to apply for it without much fuss would be much more ideal for his circumstances. Ultimately if he can get to the information he needs in the fewest clicks possible then this would greatly increase the likelihood that he would use this system over any alternative visa application process.

Scenario 3 (Bruno - Visa consultant)
Bruno Wagner, 48, a Visa consultant from Germany wants to make sure the applicants who have problems and are struggling to apply for visas have the best support possible. Currently he advises people with the simple knowledge he has acquired in the sector but to further enhance his job he would expect to retrieve the most up to date and relevant information surrounding visas and then be able to feed this back immediately, if it is more complex or doesn't seem to have any benefit over his current method then he will not be inclined to use the system.

Scenario 4 (Elise - Visa consultant)
Elise Becker, 28, a Visa consultant from France has experience working in a more analogue call centre environment and is now moving to the digitalised system that AFS is working with. She hopes to provide the same level of service she has always done and hopefully more. She's very open minded to new technology and a simple and smooth system would be a welcome addition to her current workflow. The only main posing issue is that other systems are quite intimidating without being able to use them in her native language, a simple localisation would ease the transition to a digitalised system and make her job as easy if not easier than it was before.

Scenario 5 (Louis - Documentation Reviewer)
Louis Bernard, 30, a Documentation reviewer from France wants to make sure that absolutely no visas are sent through to the authorities that are invalid, if the visa is declined further on down the line he considers this as AFS's problem. Furthermore if the visa is not correct the first time this could cause more work down the line as it would have to be re-processed causing more work for Louis. In order to make sure the visa application is done right the first time he needs to be able to thoroughly check through users documentation and do this quickly. Any waiting around for documents to load is time Louis could spend working on other visas so this is very important for him.

Scenario 6 (Ella - Documentation Reviewer)
Ella Klein, 25, a Documentation reviewer from Germany wants to be able to use the system just as well as anyone else, including checking documentation and when she needs to ask for follow up documentation when needed. The main problem she faces is with prolonged use of the computer which is inevitable however to deal with her carpal tunnel syndrome she uses a more ergonomic tablet and pen which alleviates the pain allowing continue working, the ideal system would accommodate for this and make it easy to use regardless of how she interacts with the system, so if things are physically very far away from each other on screen this can cause more strain. A simple compact design would be much more appropriate and free her from having to worry about it getting in the way of her job.

Scenario 7 (Ivan - Branch Manager)
Ivan Petrenko, 32, a Branch manager from Ukraine wants to support his team of colleagues as best as possible. Currently he hasn't any metric or data to measure the amount of work his team is outputting or who is struggling. Ivan is not too familiar with data analysis but if the system did it automatically and presented it in an easy to read format then he could use this and identify problems in the workflow and help out his colleagues where the amount of visas being processed seems to be dropping.

Scenario 8 (Jeffrey - Branch Manager)

Jeffrey James, 64, a Branch manager from the UK wants to manage his team and check that all employees are on track with the predicted work output. The main issue he has is when he currently accesses websites with his old computer it takes a long time to load and on top of his bad internet connection this causes a very frustrating situation as he simply cannot do his job from home and commuting to the office is no longer an option at his age. He doesn't want to invest in a new computer so if the system he accesses worked regardless of how powerful the computer is and it doesn't require a fast internet connection to operate then this would be the most ideal solution for Jeffrey's situation.

Scenario 9 (Anna - National Administrator)

Anna Panchenko, 28, a National Administrator wants to make sure all of the information on the site is the most up to date and complies with government regulations and rules. When a government makes a new visa type available this needs to be added to the site as a possible visa to apply for as soon as possible. Anna likes to get her job done as fast as possible to minimise the amount of time the site is down for. It's very frustrating for her if it takes an unnecessary amount of time doing things and something that could make this very important process quick and simple with a low amount of steps and clicks to do this would be ideal.

Scenario 10 (Betty - National Administrator)

Betty White, 52, a National Administrator wants to manually update visa eligibility rules when misaligned with the government information, she currently does this through a long paper based process and this is especially difficult with her very poor eyesight, however when using a computer she has the option to use her screen reader which dictates what is being shown on screen to reassure her. As long as the system's user interface is correctly detailed with alternate text for a screen reader wherever something may be considered as unclear then it should allow Betty to use the system as normal and work with her needs.

Scenario 11 (Daniel - International Administrator)

Daniel Jenkins, 40, an International Administrator from the UK wants to expand AFS's reach to more countries so that they can also benefit from the site and apply for visas more easily. This means that the branches in that country and internal users need to be set up. Daniel is not concerned with how long this takes as long as it is done correctly. Even taking the time during his commute as a main necessity for Daniel is a system user interface that also looks good and works well on his tablet device which he frequently uses due to the convenience, if it's just as effective on tablet as desktop then this will allow him to do his job even easier and this availability from any device makes it a lot more convenient as well.

Scenario 12 (Emma - International Administrator)

Emma Fitsz, 44, an International Administrator from Germany wants to set up new staff members on the system by creating their accounts and then also assigning permissions to them so they can access different parts of the system. In order to do this on top of her current responsibilities she's prepared to work overtime which means out of office hours however she's concerned that like with other systems it will not be available and down during the time she wishes to get ahead of her work causing more work down the line. A reliable and constantly available system would be most ideal to Emma's situation allowing her to keep her favourable reputation within AFS.

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