

Dave Scott

Xtensio



Gender: Male

Age: 48 years old

Profession: City of Ottawa Councillor

Family: Married, kids

Location: Ottawa, ON

Technical Ability: 4

Goals

- Dashboard to monitor community challenges.
- Fix city related problems faster.
- Receive feedback from the community.
- Reduce the number of calls and emails.
- Quickly identify geographically the common complaints.

Frustrations

- Feedback received from citizens are not organized.
- Turnover rate of city workers.
- Problems in the city is not documented.
- Slow resolutions to reported problems.

Bio

Councillor Dave Scott is a dedicated member of the Ottawa City Council. He has a strong interest in resolving city issues. However, with the unorganized feedback received from citizens and the slow resolutions to reported problems, he cannot reach his desired goals for the city.

Tony Cole

Xtensio



Gender: Male

Age: 48 years old

Profession: Service Worker for the City of Ottawa

Family: Married, kids

Location: Ottawa, ON

Technical Ability: 6

Goals

- Maintain the city.
- Complete work effectively.
- Increase and simplify community engagement.

Frustrations

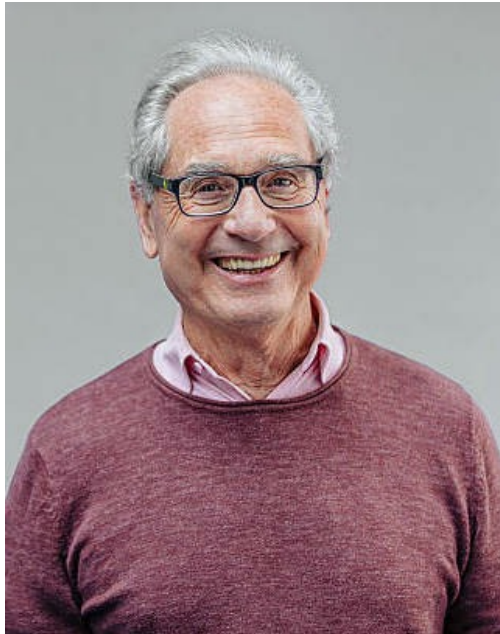
- Work is disorganized.
- Unclear instructions.
- Unevenly distributed work.

Bio

Tony has worked for the City of Ottawa for 15 years. During this time, his work has been unevenly distributed and disorganized. To help maintain the city, he wished to have a tool that would help him increase and simplify his community engagement.

Joseph William

Xtensio



Gender: Male

Age: 66 years old

Profession: Retired

Family: Single

Location: Ottawa, ON

Technical Ability: 2

Goals

- Track service status.
- Receive feedback.
- Request an issue.

Frustrations

- Lack of accountability.
- Voices aren't being heard.
- Call and/or emails aren't being returned.
- 311 line waiting period is too long.
- Problems are being ignored.

Bio

Joseph is a retired worker with limited technical skills. He received a free smartphone from his carrier and was told it could help with his day to day life. Joseph tried to make a complaint to the 311 line about his neighbourhood roads, but no one picked up. He is discouraged because he didn't get the response he was expecting.

Lisa Harris

Xtensio



Goals

- Track service status.
- Receive feedback.
- Request an issue.

Frustrations

- Lack of accountability.
- Voices aren't being heard.
- Call and/or emails aren't being returned.
- 311 line waiting period is too long.
- Problems are being ignored.

Bio

Lisa is a homeowner in a newly developed community. After receiving a massive snow storm, the city has yet past to plow her street. Worried about the safety of her family members, Lisa has called the 311 line to issue a complaint. After being on hold for 30 minutes, she is discouraged.

Gender: Female

Age: 42 years old

Profession: Federal Government Administrative

Family: Married

Location: Ottawa, ON

Technical Ability: 5

Monica Kimber

Xtensio



Gender: Female

Age: 20 years old

Profession: Student

Family: Single

Location: Ottawa, ON

Technical Ability: 8

Goals

- Track service status.
- Receive feedback.
- Request an issue.
- New mechanism to communicate issues.

Frustrations

- Lack of accountability.
- Voices aren't being heard.
- Call and/or emails aren't being returned.
- 311 line waiting period is too long.
- Problems are being ignored.

Bio

Monica is a motivated student, who drives to school every morning. She's realized that most roads she's driven on, are terribly maintained and filled with potholes. Deciding to take action, she has called the 311 line several times. However, she feels like no one is hearing her voice and the problem reported is being ignored. Instead, she would like a new mechanism to communicate issues.