

Personas v3


- Note on personas:
- Abbie Hina: A woman looking for advice on leaving an abusive relationship
- Miriam Ellison: A woman looking to improve her relationship
- Ayesha Hilton: A woman in a controlling relationship looking for advice
- Patrick Ness: A researcher looking to make use of I-Decide data
- Ben Smart: A system administrator of iDecide website

Note on personas:

We have presented 5 personas, across 2 distinct user types. Multiple of each type were included since they represented slightly different user dynamics (eg some use phones, some are AWARE that they are being abused already, etc, so the different personas make it easier to refer to users with different characteristics which are not quite distinct enough in their functional requirements from the site.

Abbie Hina: A woman looking for advice on leaving an abusive relationship

Abbie Hina



"Patience is also a form of action."

Age: 36
Work: Sales
Family: Married, kid
Location: Melbourne, VIC
Tier: Primary end user

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Goals

- Looking for professional advice to fix her current marriage.
- Become a strong independent woman.
- Wants her child to have a good childhood experience.

Frustrations

- Leakage of private information.
- The consultation tools is too complicated to use.
- Lack of immediate feedback.

Bio

Abbie has an eight years old son but a low salary to support the whole family. Ever since her husband has lost his job, he has become an alcoholic and always complains about life. He sometimes even becomes violent and lashes out at Abbie. She has to tolerate this due to the fact that she cannot afford an apartment for her and her son. She keeps hoping that one day her husband can turn back to the positive person he was and make some progress in life. However, as time progresses, she gave up on her husband and cannot tolerate his violent behaviours anymore. She has no close friends to share her problems with and is at a loss of what to do. Currently, she is seeking for any professional advice for her current situation, hoping that it would help her become an independent woman who is able to care for her son.

Motivation

Bear	
Fear	
Achievement	
Power	
Social	

Preferred Channels

Danger Assessment	
Self-judgement	
Priority Judgement	
Relationships analysis	

Miriam Ellison: A woman looking to improve her relationship

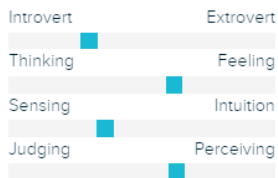
Miriam Ellisson



"I began to believe that it was my fault and felt like I was in this rollercoaster that I couldn't get off."

Age: 30
Work: Bank clerk
Family: Married
Location: Sydney, NSW
Tier: Primary end user

Personality



High Educated

Obedient

Insociale

Diffident

Goals

- Build self-confidence
- Relationship analysis.
- Get protected

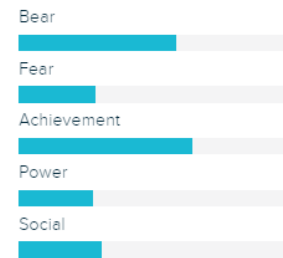
Frustrations

- Many advice are not feasible
- Leakage of private information.
- Unable to describe her situation effectively

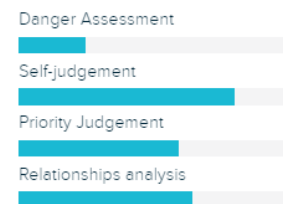
Bio

Miriam is really in love with her husband. He was wonderful for the first year of their marriage. However, he changed and became very controlling. her husband did not allow her to talk with friends freely, and he would often throw and break things if she did. Once, after seeing her happily talking with her male colleague, he recklessly drove over the speed limit on their way home. He is often quick to criticize her even for the smallest mistakes. Miriam believes that he might be too stressed with his job and is not willing to give up on him. She is currently looking for some professional advice regarding her situation.

Motivation



Preferred Channels



Ayesha Hilton: A woman in a controlling relationship looking for advice

Ayesha Hilton



"I'll always take a stand for what's right"

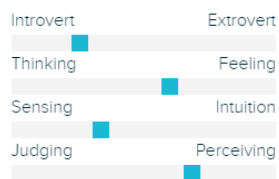
Age: 30

Work: civil servant

Family: living with an abusive partner

Location: Melbourne, Vic

Personality



Indecisive

Emaciated

Upright

Caring

Goals

- Seek advice about the danger that her current relationship presents
- Obtain help to free herself from her relationship
- Prevent her boyfriend from knowing that she is seeking help

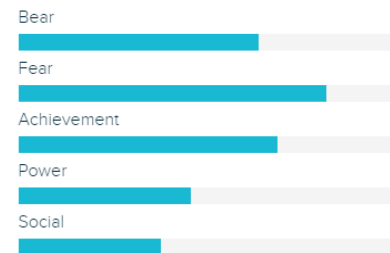
Frustrations

- Doesn't have access to a mobile phone
- Not available to get in touch most of the time.
- Wishes to get advice immediately.

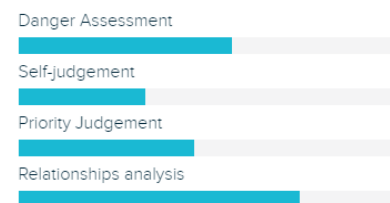
Bio

Ayesha is a civil servant working for the government with a steady income. Recently, her boyfriend became a domineering and highly controlling person. Violence happens more and more frequently. Her boyfriend always uses violence against her and blames it on her not following his orders. Ayesha needs to fix or escape this relationship but mobile devices are banned by her boyfriend. The only chance to get in touch with the outside world is when she goes to the market. There is a state library near the market. From there, she wants to get advice for her situation swiftly in order to not arouse her boyfriend's suspicion

Motivation



Preferred Channels



Patrick NessA researcher looking to make use of I-Decide data

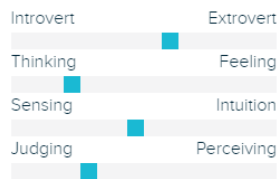
Patrick Ness



"The main goal of the future is to stop violence."

Age: 32
Work: Researcher
Family: Married
Location: Melbourne, Vic

Personality



Goals

- Export data for analysis
- View user statistics.

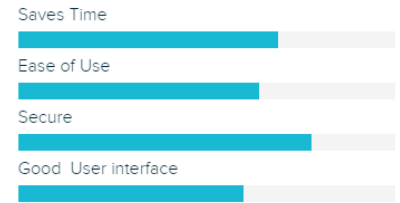
Frustrations

- The data is not accessible.
- The exported data is not readable.
- Unfriendly interface for viewing user statistics.

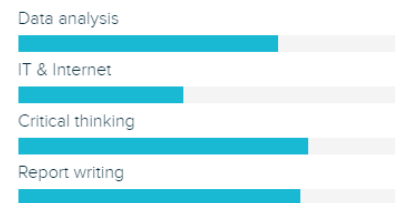
Bio

Patrick is a researcher under the school of health science of the University of Melbourne and is interested in the area of family/domestic violence. As a researcher, he requires realistic data to do further analysis. Since he has no time to gather his own participants for his surveys, a trustworthy web site relating to domestic violence can satisfy his demand. He wants to export data which he is interested in from the website, and receive a set of readable data to support his research.

Motivation



Skills



Ben SmartA system administrator of iDecide website

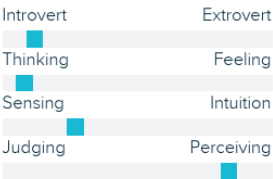
Ben Smart



"I'm here to help"

Age: 27
Work: System Administrator
Family: Single
Location: Port Hedland, WA
Tier: Administrator

Personality



Highly Educated Preciseness Calm

Goals

- Perform basic administration tasks for the website
- Modify user accounts
- Modify, add and remove questions

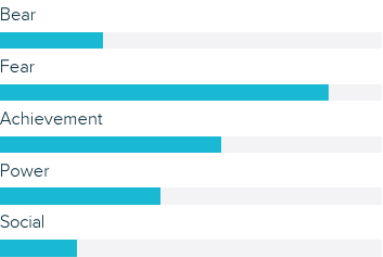
Frustrations

- It is hard to manage the user data because the database is stored overseas.
- Code is not available for modification/changes, can't change the website

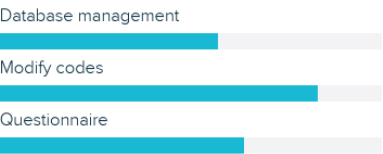
Bio

Ben Smart is a passionate software engineer. Although he did not obtain a degree in computer science, he spent his own time on learning online computing course. Ben currently works for i-Decide as a system administrator, and he often struggles with complicated data management technologies. Ben loves this job, and he would like the system to be easier to learn and use. At the moment, the system is running relatively slow because the database is stored in the U.S. In addition, some codes are owned by third-party programmers, so Ben has trouble reusing them.

Motivation



Preferred Features



Attributes

