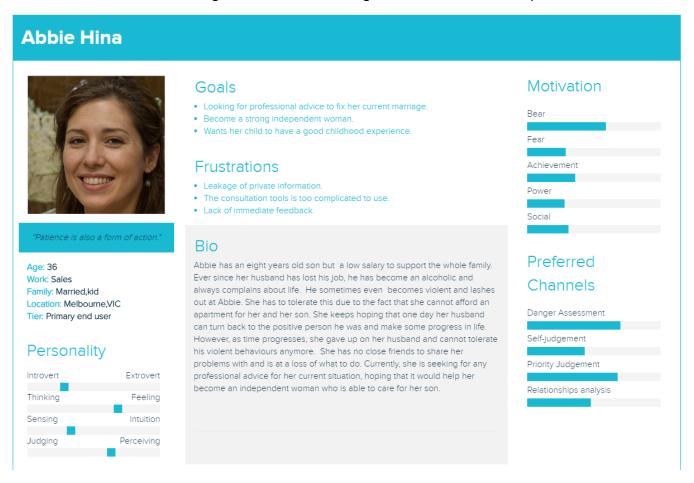
# Personas v3

- 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 NessA researcher looking to make use of I-Decide data
- · Ben SmartA system administrator of iDecide website

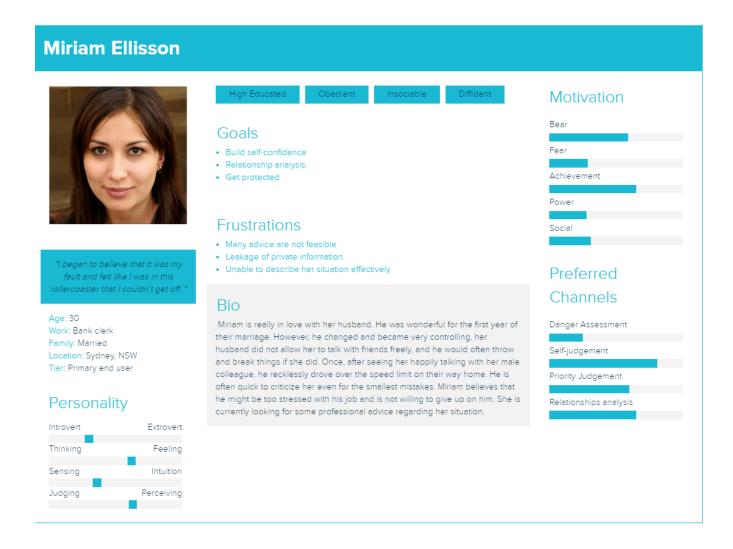
## Note on personas:

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.

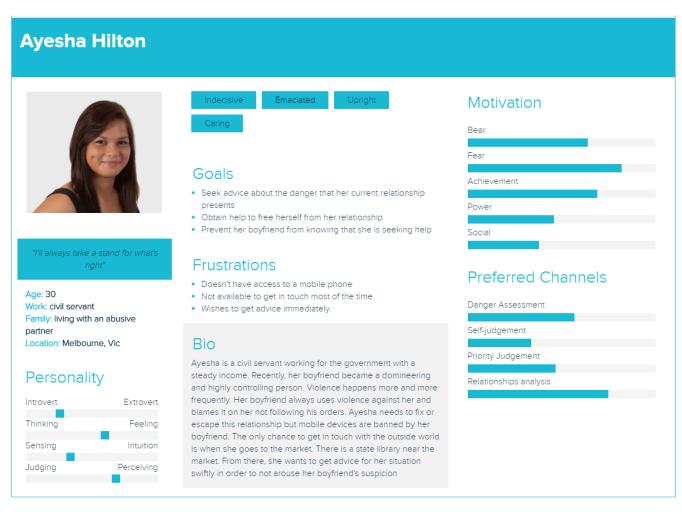
Abbie Hina: A woman looking for advice on leaving an abusive relationship



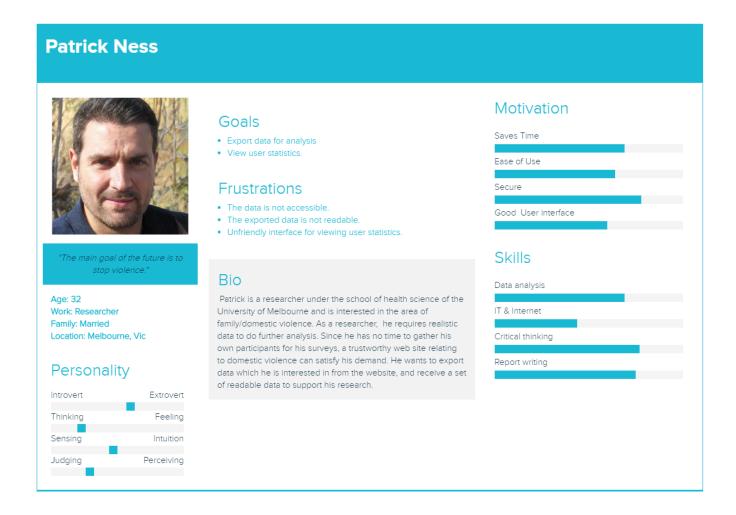
Miriam Ellison: A woman looking to improve her relationship



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



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



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

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Highly Educated

Preciseness

Calm

#### Goals

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

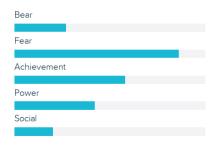
### Frustrations

- 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**



Level of Formal Education

Comprehension of English