

# Persona 1: Small Committee Filer

Xtensio



Busy

Independent

Frugal

Diligent

## Goals

- Needs to file quarterly for their committee.
- Wants to feel confident the first filing was done correctly.
- Would like to spend less time accomplishing this task.

## Frustrations

- Wants to avoid amending incorrect filings.
- Loses partially completed forms when distracted with other work.
- Vendor software costs too much for their needs.

## Persona 2: Large Committee Filer



Curious

Helpful

Fearless

Dutiful

### Goals

- Needs to file monthly for their committee.
- Wants to know more about the FEC terms being used.
- Would like to spend less time providing additional information for filings.

### Frustrations

- Wants to find existing filings easier.
- Loses time waiting for vendor software issues to be resolved.
- Constantly double checking filings for journalists.

## Persona 3: Campaign Software Suite Vendor



Reliable

Keen

Persistent

Untrusting

### Goals

- Needs customers to file correctly for many committees.
- Wants to have consistent up-time from FEC so software is reliable.
- Would like to have more access to FEC data to enhance software.

### Frustrations

- Loses money patching software to conform to FEC API standard.
- Spends too much time isolating issues as an FEC problem or a software problem.
- Unable to get a dictionary of available data fields from FEC.