

**NC.GOV**

# Personas

Version 1.0 - January 22, 2015

# Introduction

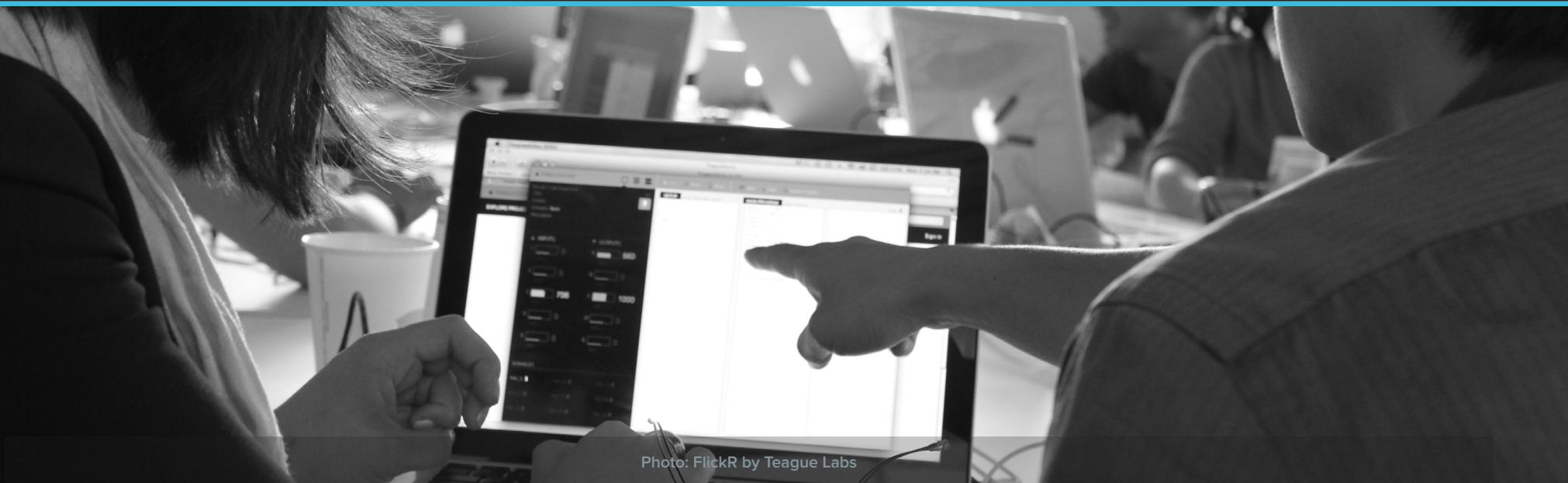


Photo: Flickr by Teague Labs

## Personas

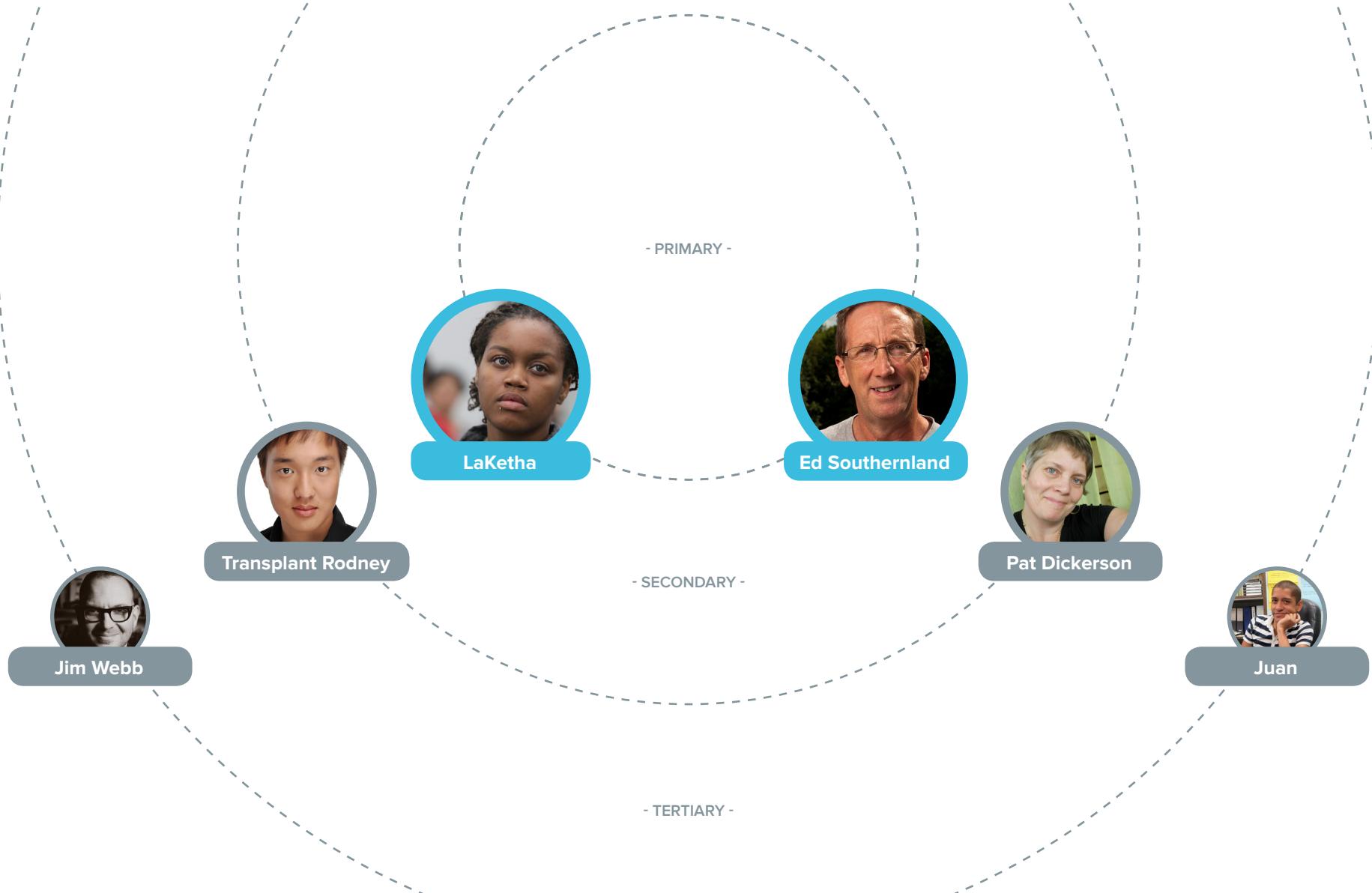
Personas are a tool in which representative users are synthesized from whatever understanding the client and Atlantic BT have of the end users of a system. Having a list of richly imagined, realistic personas to represent the expected users of a system helps focus the design process and facilitate the communication of user needs between parties.

## Workshop

Atlantic BT organized one Persona Workshop on January 21, 2015 on location at NC.gov with key stakeholders. The workshop was split into two parts. In the first part, personas were brainstormed. In the second part of the workshop, similar personas were consolidated and refined. At the very end of the workshop, the personas were prioritized.

# Persona Map Results

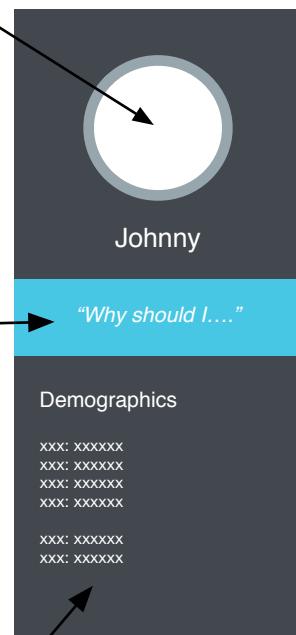
A **persona map** has primary, secondary, and tertiary rings. We've taken the results of the persona workshops and have grouped and prioritized them in these rings. We'll explain each persona in the remainder of this document.



# How to Read a Persona

## Photo & Name

Each persona has a photo and name which reflects a key attribute such as the persona's primary role or motivation.



## Persona Quotes

How an individual persona might express their major concern or focus in their own words.

## Demographics

Information that helps the reader start to form an understanding of the persona.

## Emotions, Behaviors, and Stereotypes

The “baggage” that each persona brings to any interaction with your website. These elements are often subconscious. Think of these as the lenses through which your industry, organization, or products may be viewed by this persona.

### Emotions, Behaviors, Stereotypes

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi ullamcorper eros metus, id luctus sapien fringilla sed. Nullam molestie justo fringilla, ultrices massa vitae, porta lacus. Maecenas eu porttitor leo. Aliquam vitae urna vulputate, blandit leo a, commodo diam. Fusce sed velit eget mauris tempus sagittis.*

### Wants, Needs, Pain Points

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi ullamcorper eros metus, id luctus sapien fringilla sed. Nullam molestie justo fringilla, ultrices massa vitae, porta lacus. Maecenas eu porttitor leo. Aliquam vitae urna vulputate, blandit leo a, commodo diam. Fusce sed velit eget mauris tempus sagittis.*

### Recommended Solutions

*Morbi ullamcorper eros metus, id luctus sapien fringilla sed. Nullam molestie justo fringilla, ultrices massa vitae, porta lacus. Maecenas eu porttitor leo. Aliquam vitae urna vulputate, blandit leo a, commodo diam. Fusce sed velit eget mauris tempus sagittis.*

## Wants, Needs, and Pain Points

The concerns at the forefront of the personas' mind with regards to your industry or domain.

## Recommended Solutions

How your website or application can best address the Wants, Needs, and Pain Points of the persona while acknowledging and respecting their Emotions, Behaviors, and Stereotypes



**LaKetha**

*“How does the North Carolina child support program work?”*

## **Demographics**

**AGE:** 35

**LOCATION:** Ahoskie, NC

**MARRIAGE STATUS:** Single

**CHILDREN:** 3 young children

**EDUCATION:** High School GED

**OCCUPATION:** Cashier

**COMPANY:** Wal-Mart

**INCOME:** \$12,000 / year

## **Emotions, Behaviors, and Stereotypes**

- Slow internet, mobile phone user
- Busy: no free time, frazzled
- Good mom, raising kids on her own
- Needs child support
- Government is necessary evil: feels she has to jump through hoops to get the info she needs
- Loves fishing
- Browse/navigates first

## **Wants, Needs, and Pain Points**

- Steps to get child support (instructions, checklist of what she needs)
- School report cards: compares her kids to others
- NC demographics
- Needs to find a fishing license

## **Recommended Solutions**

- Directory of agency services and information
- Jumping off point for specific services/agencies
- Making government interactions easy



## Ed Southernland

*"I really need to quit smoking."*

### Demographics

**AGE:** 45

**LOCATION:** Durham, NC

**MARRIAGE STATUS:** Married

**CHILDREN:** 3 teen-aged children

**EDUCATION:** Bachelors Degree

**OCCUPATION:** Business Owner

**COMPANY:** Southernland Contracting

**INCOME:** \$65,000 / year

### Emotions, Behaviors, and Stereotypes

- Cynical about the government
- Expects a hassle
- Good citizen: do what he has to do, but only what he has to do
- Smoker

### Wants, Needs, and Pain Points

- Information on responsibilities as employer
- Regulations on building codes
- Real-time info on traffic and routes
- Report harassment from solicitor
- Information on what he has to do
- Getting the right form to fill out
- Wants info on how to quit smoking

### Recommended Solutions

- Point to answers or online tools
- List of online services (agencies are promoting online services)
- Marriage of information and online activities/services



## Transplant Rodney Adonno

*“Why should I move to NC?”*

### Demographics

**AGE:** 29

**LOCATION:** Boston, MA

**MARRIAGE STATUS:** Single

**CHILDREN:** n/a

**EDUCATION:** Doctorate, PhD

**OCCUPATION:** Biomed Engineer

**COMPANY:** Boston University

**INCOME:** \$88,000 / year

### Emotions, Behaviors, and Stereotypes

- Doesn't think about the government
- Concerned about how much he'll be paying in taxes
- Local politics

### Wants, Needs, and Pain Points

- Communities and neighborhoods
- Taxes
- Demographics
- Crime statistics
- Quality of schools

### Recommended Solutions

- Showcase the state
- Section about being new to the state



## Pat Dickerson

*"I need to understand what detours are in place due to roadwork construction."*

### Demographics

**AGE:** 68

**LOCATION:** Lenoir, NC

**MARRIAGE STATUS:** Widow

**CHILDREN:** 1 daughter, 1 grandson

**EDUCATION:** Trade School

**OCCUPATION:** Retired - Secretary

**COMPANY:** n/a

**INCOME:** n/a

### Emotions, Behaviors, and Stereotypes

- Got to keep an eye on the government
- Active in government and wants to have her say
- Older activist who cares about her community

### Wants, Needs, and Pain Points

- General long-term care options
- When are they doing roadwork on Hwy 321?
- Phone and email information
- Can she do it online? Find the DMV
- What are the steps?
- What office and where? Do it online? Where do I go? What do I need?

### Recommended Solutions

- Contextual information on topics
- Directions
- Educational information
- Ways to engage with government and effect change



**Jim Webb**

*“When is the best time to visit Asheville?”*

## Demographics

**AGE:** 35

**LOCATION:** Richmond, VA

**MARRIAGE STATUS:** Married

**CHILDREN:** 1 young daughter

**EDUCATION:** Masters Degree

**OCCUPATION:** IT

**COMPANY:** Pathoras

**INCOME:** \$150,000 / year

## Emotions, Behaviors, and Stereotypes

- Planning family trip to outer banks
- Planning wedding anniversary to mountains

## Wants, Needs, and Pain Points

- Family trip to outer banks or the mountains
- Government is irrelevant: just need to print a map

## Recommended Solutions

- Maps
- Events
- Attractions
- Showcasing the state, getting a good impression
- Section about tourism



Juan

*"Surfing's the source man!"*

## Demographics

**AGE:** 24

**LOCATION:** Wilmington, NC

**MARRIAGE STATUS:** Single

**CHILDREN:** n/a

**EDUCATION:** Bachelors

**OCCUPATION:** Unemployed

**COMPANY:** n/a

**INCOME:** n/a

## Emotions, Behaviors, and Stereotypes

- He trusts the government
- Stressed & Concerned for the future as well as his safety
- Outgoing and caring
- Sense of urgency, needs to find a job quickly
- Not entirely tech-savvy

## Wants, Needs, and Pain Points

- Loves to surf the beach
- Find public beaches
- Find a job
- Driver's license (returned to NC and needs a new one)
- Healthcare information (current insurance about to expire)

## Recommended Solutions

- Access points to public beaches
- Search for private and public jobs
- What do I need? Where do I go?
- Eligibility, where do I look?

# Common Findings

As a result of consolidating and identifying personas, we were able to pick up on common themes that each persona portrayed as needs or pain points. The following are some of the high-level themes we noticed:

- Directory of agency services and information
- Jumping off point for specific services/agencies
- Making government interactions easy
- Point to answers or online tools
- List of online services (agencies are promoting online services)
- Marriage of information and online activities/services
- Showcase the state
- Section about being new to the state
- Contextual information on topics
- Directions
- Educational information
- Ways to engage with government and effect change
- Maps
- Events
- Attractions
- Showcasing the state, getting a good impression
- Section about tourism
- Access points to public beaches
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- What do I need? Where do I go?
- Eligibility, where do I look?