



User Personas



EVELYN HARPER

Age: 72 years old

Gender: Female

Ethnicity: Australian of British descent

Address: 12 Maple Street, Langwarrin, VIC 3910

EDUCATION

High school graduate

BACKGROUND

Evelyn Harper has lived in Langwarrin for over 50 years. She was born and raised in Melbourne but moved to Langwarrin with her husband shortly after they were married. Evelyn spent most of her career as a primary school teacher at the local school, where she was beloved by students and colleagues alike. In her retirement, she finds joy in gardening and has a beautiful flower garden that she tends to daily. She lives in a cozy single-story house close to the community centre, making it easy for her to attend events and volunteer regularly.

CORE NEEDS

- **Easy Access to Program Information:** Evelyn wants to easily find detailed information about community events and classes. She needs a website that provides clear and intuitive navigation so she can quickly access schedules, fees, and course content without any hassle.
- **Simple Enrolment Process:** She prefers to enrol in classes and activities through an online form that is straightforward and simple to complete, as she is not very tech-savvy.
- **Stay Informed:** Evelyn wants to stay informed about upcoming events and opportunities at the community centre by receiving regular email updates tailored to her interests.

EXPECTATIONS

- **User-Friendly Website:** Evelyn expects the website to be more simple and user-friendly, with larger fonts, clear text, and a straightforward layout that caters to older users like herself.
- **Seamless Enrolment and Membership:** She expects the enrolment and membership sign-up processes to be easy and intuitive, allowing her to participate in community activities without the frustration of dealing with complicated online forms or confusing instructions.

OCCUPATION

Retired school teacher

FRUSTRATIONS

- **Difficult Website Navigation:** Evelyn often finds the current website confusing and messy, with too many links and tabs, making it hard for her to locate the information she wants. The cluttered design is overwhelming and not user-friendly for someone her age.
- **Complicated Enrolment Process:** The process of enrolling in classes is currently too complicated for her, requiring downloads and form-filling that she finds cumbersome and intimidating.
- **Lack of Readability:** The small fonts and unclear text on the website make it difficult for Evelyn to read and understand the information, which discourages her from engaging with the site.

DESIRED FEATURES

- **Simplified Website Layout:** Evelyn desires a clean, straightforward website with large fonts and clearly organized sections, making it easier for her to navigate and find what she needs without getting lost or confused.
- **Online Enrolment:** She would like a simple, one-step online enrolment form that she can easily fill out and submit without the need for downloading or printing forms.
- **Email Notifications:** A weekly newsletter or email updates about upcoming events and activities would be ideal for Evelyn, helping her stay informed and involved without having to frequently check the website.



LIAM O'CONNOR

Age: 24 years old

Gender: Male

Ethnicity: New Zealander of European descent

Address: 5 Birch Avenue, Langwarrin, VIC 3910

EDUCATION

Bachelor's degree in Information Technology

BACKGROUND

Liam O'Connor was born in New Zealand and moved to Australia with his family when he was a teenager. He grew up in Langwarrin and recently graduated from Monash University with a degree in Information Technology. He currently works as a junior web developer for a small tech startup in Melbourne. He often spends his weekends exploring the Melbourne with his camera, capturing the beauty of local parks and skateboarding with friends. Liam is passionate about technology and enjoys helping others with tech-related issues, whether it's setting up a website or teaching his grandparents how to use smartphones. Though his job keeps him busy, Liam always makes time for his hobbies and enjoys attending community events, especially those that involve music or art.

CORE NEEDS

- **Easy Access to Venue Information:** Liam needs to easily view available rooms and venues on the community centre's website, along with detailed information about pricing, facilities, and availability. As someone who often organizes tech-related events, he values clear and comprehensive details that help him quickly assess whether a venue is suitable for his needs.
- **Simple Online Booking:** He prefers to book rooms or venues online through a simple, straightforward booking form, allowing him to secure a space for his events without unnecessary hassle.
- **Booking Confirmation and Details:** Liam expects to receive immediate confirmation of his booking, along with all necessary details sent directly to his email. This ensures that he has everything he needs to proceed with event planning.
- **Direct Access to Documents:** Access to necessary hire agreements or other related documents directly from the website is important for Liam, as he wants to handle everything digitally without needing to make phone calls or visit the centre in person.

EXPECTATIONS

- **Mobile-Friendly Experience:** Since Liam often views the website on his phone, he expects the site to be mobile-friendly, with a responsive design that makes it easy to navigate and book venues from any device.
- **Consistent and Professional Layout:** As a web developer, Liam expects the website to have a consistent and professional layout, with clear design elements that enhance user experience. He looks for a site that reflects modern web design standards and is free from confusing elements like inconsistent colour coding.
- **Streamlined Processes:** Liam expects the entire process, from finding a venue to booking and receiving confirmation, to be smooth and hassle-free. He values efficiency and wants the website to support a quick, easy experience without unnecessary complications.

OCCUPATION

Junior web developer at a tech startup in Melbourne

FRUSTRATIONS

- **Complicated Navigation:** Liam finds the current website's navigation frustrating, with too many links and tabs that make it difficult to quickly find the information he needs. As someone who values efficiency, this slows down his ability to make decisions and book venues.
- **Confusing Colour Coding:** He often gets confused by the website's colour coding, especially when links change colour after being clicked. This inconsistency disrupts his user experience and makes the site feel less professional.
- **Tedious Booking Process:** The current process of booking a room, which may involve downloading forms or making phone calls, is cumbersome for Liam. He prefers a fully online, streamlined experience that fits his tech-savvy lifestyle.

DESIRED FEATURES

- **Clear Venue Listings:** Liam desires a website that prominently displays all available rooms and venues, complete with clear images, descriptions, pricing, and facility details. This would allow him to quickly assess his options without needing to dig through multiple pages.
- **Seamless Online Booking:** He wants the ability to book a room or venue directly through the website, using a simple and intuitive online form that doesn't require extra steps or paperwork.
- **Immediate Confirmation:** Receiving instant confirmation of his booking, along with all relevant details via email, is crucial for Liam.
- **Digital Access to Documents:** He appreciates the option to access and download any necessary hire agreements or documents directly from the website, ensuring that everything he needs is readily available and easy to manage.



MICHAEL THOMPSON

Age: 40 years old

Gender: Male

Ethnicity: Australian of British and Irish descent

Address: 18 Oak Street, Langwarrin, VIC 3910

EDUCATION

Trade school diploma in carpentry

OCCUPATION

Self-employed carpenter

BACKGROUND

Michael Thompson moved to Langwarrin ten years ago to raise his family in a safe, friendly community. He has two children, Emily (10) and Jack (7), who attend the local primary school. Michael runs his own carpentry business, specializing in custom furniture and home renovations. On weekends, Michael enjoys exploring the local parks, going on bike rides with his kids, and having BBQs in his backyard. He values the sense of community in Langwarrin and regularly participates in local events and programs offered by the community centre. Michael is committed to raising his children with strong community values and enjoys the balance of work, family, and community life.

CORE NEEDS

- **Detailed Childcare Program Information:** Michael needs to easily find comprehensive information about the childcare programs offered by the community centre, including schedules, fees, and availability. As a busy parent, he values having all the details clearly presented so he can make informed decisions about enrolling his children.
- **Simple Online Enrollment:** He wants to enroll his children in childcare programs through a user-friendly online form. The process should be straightforward, allowing him to quickly and efficiently secure spots for his kids without any complications.
- **Stay Updated:** Michael needs to stay informed about any updates or changes to the childcare services, such as changes in schedule, new programs, or availability. This ensures that he can plan accordingly and make adjustments as needed.

EXPECTATIONS

- **Intuitive and User-Friendly Website:** Michael expects the website to be intuitive and user-friendly, with a clear structure that makes it easy for him to find and understand the childcare program information without getting lost or confused.
- **Reliable and Consistent Information:** He expects the information on the website to be reliable and consistently presented, with all necessary details readily available and easy to comprehend.
- **Seamless Enrollment Experience:** Michael expects the enrollment process to be smooth and efficient, allowing him to quickly secure spots in childcare programs for his children without dealing with unnecessary steps or technical issues.

FRUSTRATIONS

- **Confusing Navigation:** Michael finds the current website's navigation confusing, with too many links and tabs that make it difficult for him to locate the specific information he needs about childcare programs. This adds unnecessary stress to his already busy schedule.
- **Complicated Enrollment Process:** The existing process for enrolling his children in programs is cumbersome, often requiring downloads or multiple steps that feel time-consuming and inefficient. Michael wants a simpler, more direct approach.
- **Inconsistent Information Display:** He is frustrated by the inconsistent way information is presented on the website, making it hard to quickly find and understand the details he needs, such as program schedules and fees.

DESIRED FEATURES

- **Clear Childcare Program Listings:** Michael desires a website that prominently displays all childcare programs with clear, easily accessible details. This includes schedules, fees, age groups, and availability, allowing him to quickly assess the options for his children.
- **Effortless Online Enrollment:** He wants a streamlined online enrollment form that is easy to fill out and submit, ensuring a quick and hassle-free process for signing his children up for programs.
- **Automated Updates:** Michael would appreciate receiving automated email updates or notifications about any changes or new offerings in the childcare programs. This helps him stay informed without needing to constantly check the website.