

# User Identification

## Persona 1 – Jack Smith

### Jack Smith



**Age:** 22  
**Location:** London, UK  
**Role:** New Visa Applicant

**Bio**  
Jack is tourist from the UK who wants to go to Italy on holiday for 2 weeks. He has never been abroad before so he is unaware of if he'll need a visa, and if he does, what information and documentation he would need to provide.  
  
Jack has tried to find out more information on the website for the Italian embassy, but found the layout of the website confusing. And he doesn't want to read through all the rules manually.

**Motivations**

Motivation	Score
Speed	High
Convenience	Very High
Comfort	Medium
Aesthetics	Medium

**Goals**

- Check if he needs a visa
- Find out what information he'll need for a potential application
- Understand all the steps he will need to take to apply for a visa if one is required

**Frustrations**

- Finds the official embassy website too confusing
- Doesn't want to read through the official set of rules

*Government websites are often not accessible, and laid out poorly, an example being the Italian visa website (DGIT, n.d.), so having a user who wants to collect information from AFS is a realistic scenario.*

### Scenario

Jack Smith, 22, is wanting to go abroad for the first time in his life, to Italy. He has been trying to find out whether he'll need a visa for a while, but he finds reading through all the different rules tiring, and he was found the layout of the Embassy website confusing. He wants a simple system where he can enter his nationality, reason for stay, and destination country and find out whether he requires a visa. If he does, he'd like to be informed of what information and documentation he'll need to provide.

## Persona 2 - Mei Zhang

### Mei Zhang



**Age:** 18  
**Location:** Shanghai, China  
**Role:** New Visa Applicant

**Bio**  
Mei is an 18 year old high school graduate who wishes to study Computer Science in England. She will need to create an AFS account before she can start her application. She is very eager and dislikes spending long amounts of time in loading screens  
  
Mei also suffers from dyslexia and often struggles to read text displayed in a small or serif font.

**Motivations**

Motivation	Score
Speed	Medium
Convenience	Medium
Comfort	Very High
Aesthetics	Low

**Goals**

- Create an AFS account
- Apply for a student visa

**Frustrations**

- Often struggles to read text on websites
- Doesn't like waiting for applications to load

*Students commonly apply for UK visas, with 480000 applicants being granted a visa in the year ending March 2023 (Home Office, 2023). 9-12% of people suffer from dyslexia. (European Dyslexia Association, 2020)*

## Scenario

Mei Zhang, 18, has recently successfully applied to a university in the UK to start her BSc in Computer Science, and she needs to apply for a student visa, so she wants to create an account with AFS. Often when creating accounts, the fields are close together, and the text is small, which makes completing the form difficult due to her dyslexia. She is also eager to begin the application process, and after navigating unresponsive, slow websites when applying for university, she would appreciate the application to load pages and complete tasks quickly.

## Persona 3 – Celia Donaldson

### Celia Donaldson



**Age:** 43  
**Location:** Essex, UK  
**Role:** Authorised Visa Applicant

**Bio**  
Celia is a frequent flyer who is gearing up for a holiday to China.  
  
She currently finds the process of going through government websites to check the rules, and writing an application to the embassy manually, laborious, and wants to be able to quickly book the visa required, with the system ensuring she is following the rules correctly.

**Motivations**

Speed	<div style="width: 50%;"></div>
Convenience	<div style="width: 100%;"></div>
Comfort	<div style="width: 50%;"></div>
Aesthetics	<div style="width: 50%;"></div>

**Goals**

- Apply for a visa
- Upload documents if needed
- Complete an application without having to compare it to the rules manually

**Frustrations**

- Dislikes having to search through various websites to find the information she needs
- Doesn't like the effort required to apply for a visa manually

*A convenient visa application system is the main feature of the AFS website. Documentation is included as this is sometimes required, one example being a visa to China (VisaForChina, n.d.)*

## Scenario

Celia, 43 is booking a holiday to China. This is her first time going but she is a frequent flyer and loves seeking out new cultures. She has always hated the arduous processing of going through an outdated and potentially confusing embassy page to find the correct visa and what she needs, then having to manually apply for a visa herself. She would like everything to be in one place, so she can quickly apply for her visa and begin the rest of her holiday preparations.

## Persona 4 – Marcus Antonius

### Marcus Antonius



**Age:** 32  
**Location:** Rome, Italy  
**Role:** Authorised Visa Applicant

**Bio**  
Marcus has recently married a woman from the United States, and is looking to move there so he can live with his Wife. He understands that he will need to apply for a visa, but is unsure of what to do.  
He is proficient in English, however he prefers to read in Italian, especially when dealing with important information.

**Motivations**

Motivation	Score
Speed	High
Convenience	Medium-High
Comfort	Medium-Low
Aesthetics	Low

**Goals**

- Discuss visa application steps with a customer service staff member
- Use this information to apply for an immigrant visa

**Frustrations**

- Websites often don't support his native Italian
- Dislikes reading important information in English.

*AFS caters to users throughout the entire world, who could speak many different languages. One example is Italian, which is the native language of approximately 63 million people worldwide (Babbel, 2018).*

### Scenario

Marcus Antonius, 32, has recently married his wife and is looking to permanently move to the United States to be with her. He has never moved country before and is unsure of what steps he will need to take, so he wants to chat with someone to get some insight into the process before he starts his application. He can speak fluent English, however he is frustrated that many websites don't offer an accurate Italian translation, as he feels most comfortable reading important information in his native language.

## Persona 5 – Chad Conrad

### Chad Conrad



**Age:** 38  
**Location:** New York, USA  
**Role:** AFS Agent

**Bio**  
Chad is a VFS agent who currently has to process physical visa applications which are sent to his branch. This is very time consuming and he can only get through a couple of applications per day due to the number of papers and documentation to look through, whilst also arranging meetings between the applicant and embassy.  
In addition, the processes of physically mailing applications to the embassy requires a lot of effort.

**Motivations**

Motivation	Score
Speed	High
Convenience	Medium-High
Comfort	Medium-Low
Aesthetics	Low

**Goals**

- Easily review visa application
- Email applications to the embassy with ease
- Be able to view all supporting documents in one place

**Frustrations**

- Reviewing visa applications physically is time-consuming
- Sending the physical information to the embassy is difficult

*This persona is based on assumptions made regarding how application processing works in the current AFS system.*

## Scenario

Chad Conrad, 38, is an AFS agent who does not like the inefficiency of dealing with visa applications in person. He finds looking through various sheets of information and documentation frustrating and time consuming, along with ensuring everything gets to the embassy so the application can begin processing. Chad would like to be able to review an application online, where he can view all the documentation and information on a webpage, then quickly email the application to the embassy.

## Persona 6 – Cornelius Chief

### Cornelius Chief



**Bio**  
Cornelius has recently joined AFS as an agent and still does not know all of the rules for each country. Currently he has to search through the official government websites to find the rules, and then compare this with the application, and would like the new system to allow for comparing the rules with the application in the same page.

**Age:** 30  
**Location:** Toronto, Canada  
**Role:** AFS Agent

**Motivations**

Speed	<div style="width: 60%;"></div>
Convenience	<div style="width: 100%;"></div>
Comfort	<div style="width: 50%;"></div>
Aesthetics	<div style="width: 20%;"></div>

**Goals**

- Easily find the rules for an application's visa type
- Compare the rules to the application on the same page

**Frustrations**

- Doesn't like manually having to look for the rules for a visa type
- Hates having to keep switching between various sites and documents

*This persona is based on assumptions regarding how application processing works in the current AFS system.*

## Scenario

Cornelius Chief, 30, is new to his job as a AFS agent and finds himself constantly looking through various government websites and AFS documentation when reviewing an application as he still is unsure of all the rules, and how to quickly find the exact rules for each type of visa. He would like the system to help him with this issue, by allowing for him to quickly load the rules for the application's visa type to the destination country and have these on the same page as the application, so he can easily compare the two.

## Persona 7 – Harold McDuggan

### Harold McDuggan



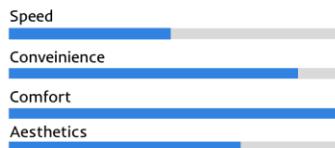
**Age:** 62  
**Location:** Cork, Ireland  
**Role:** Staff Administrator

#### Bio

Harold is one of AFS' user administrators tasked with administering the different branches and the users within them. He is very organized and would like to view all the AFS branches in one place, and easily add another from the same page when required.

Harold also suffers from carpal tunnel in his right hand, so using a mouse can be quite painful; he would much rather navigate the page using his keyboard where possible.

#### Motivations



#### Goals

- View all branches in one page
- Easily add new branches from the same page

#### Frustrations

- Many websites don't implement keyboard navigation very well
- Dislikes having to go through multiple pages when the information could be on one page

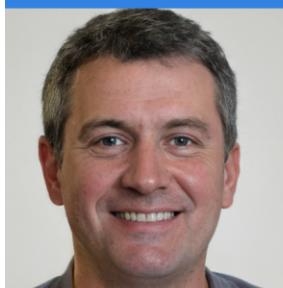
*Between 3-6% of adults are estimated to suffer from carpal tunnel syndrome (Joshi et al., 2022).*

#### Scenario

Harold McDuggan, 62, is a user administrator working for AFS who typically deals with most of the branch management. A rather organized individual; he wants all the information for every branch to be on the same page, and to be able to add and edit branches from the same page. He suffers from carpal tunnel in his right hand, and therefore finds using a mouse for extended periods of time extremely painful. He would like to navigate the page primarily using the tab key to reduce the strain on his right hand.

## Persona 8 - Michael King

### Michael King



**Age:** 44  
**Location:** L.A, USA  
**Role:** Staff Administrator

#### Bio

Michael is a user administrator who's main priority is ensuring the details for members of staff are accurate.

Currently when AFS recruits a new employee, there is a lot of paperwork regarding adding them to a branch, which Michael finds frustrating. If an employee moves branch or gets promoted, this also results in a lot of paperwork, which he would like to reduce

#### Motivations



#### Goals

- Add users to the system quickly
- Easily edit the branch or job title of an employee

#### Frustrations

- Completing lots of paperwork
- Unnecessary bureaucracy when editing details of an employee

*This scenario is based on assumptions regarding how employee data is handled in the current AFS system.*

## Scenario

Michael King, 44, is an AFS user administrator whose main job is to ensure the employees data is accurate, and up to date. A somewhat impatient man; he does not like the current bureaucracy when a member of staff joins AFS, changes branches, or starts a different role, as this results in having to fill out a lot of (in his words) “unnecessary” paperwork. He would like to be able to add and edit members of staff with as few clicks as possible.

## Persona 9 – Andrea Torres

### Andrea Torres



**Age:** 52  
**Location:** Madrid, Spain  
**Role:** Visa Administrator

**Bio**  
Andrea is a visa administrator, who is tasked with ensuring all visa rules are being followed correctly by AFS, and that these rules are up to date.  
  
Currently ensuring that multiple branches have the correct rules is an exhausting process, and updating these manually takes an awful amount of paperwork. Andrea would like to update the rules for a country, and this be reflected throughout the system

**Motivations**

Speed	<div style="width: 80%;"></div>
Convenience	<div style="width: 80%;"></div>
Comfort	<div style="width: 60%;"></div>
Aesthetics	<div style="width: 20%;"></div>

**Goals**

- Update a county's visa rules
- Have visa rule changes reflected throughout all branches they apply to

**Frustrations**

- Dislikes having to update visa rules for multiple branches when these rules are the same.
- Finds the paperwork required to update visa rules for multiple branches tiring

*This persona is based on assumptions made regarding the updating of visa rules in the current AFS system.*

## Scenario

Andrea Torres, 52, is an AFS visa administrator who usually handles updating the visa rules for destination countries already in the system. When a rule is updated (for example, a certain country now requires a visa for visiting) she must update that rule manually for all branches in the area this applies to. This is extremely time-consuming and frustrating as Andrea has other tasks she would like to attend to. When a country's visa rules are updated, she would like to update them once, and have these changes reflect in all branches in the system.

## Persona 10 - Olaf Bjergsen

### Olaf Bjergsen

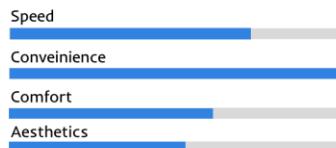


**Age:** 46  
**Location:** Oslo, Norway  
**Role:** Visa Administrator

#### Bio

Olaf is a visa administrator, who will deal with all the bureaucracy involved with adding a new country into the system, and ensuring the rules are accurate. Currently, this is done manually, and takes a lot of paperwork to ensure all the branches are aware of the rules for this country. Olaf would like add a country into the system, add in the rules and which countries they relate to, then have this reflected throughout the entire system.

#### Motivations



#### Goals

- Add a country into the system
- Have this country be a selectable destination from all origin nations that are applicable.

#### Frustrations

- Hates manually adding a destination for multiple branches
- Dislikes the bureaucracy involved with adding new countries

*This persona is based on the assumptions made regarding adding new countries in the current AFS system.*

#### Scenario

Olaf Bjergsen, 46, is a visa administrator whose job is to add new countries into the system. Currently, when AFS wants to add a new country, he would have to manually complete lots of paperwork, and do this process for all AFS branches he administers. Olaf wants to be able to add a country, outline the rules, and have this reflected through all the branches in the system. He would like this process to be on one page, as one thing he hates about the current system is all the different pages and documents he must look through.

## Persona 11 – Sleve McDichael

### Sleve McDichael



**Age:** 40  
**Location:** Chicago, USA  
**Role:** Branch Manager

#### Bio

Sleve is the manager of the Chicago AFS branch. He is a hands on manager and likes to have in depth statistics regarding the performance of his branch, so he can make improvements when needed. This is challenging with the paper based system AFS currently use, as he has to generate these manually.

Sleve also suffers from deuteranopia, and struggles to read some information on websites not designed to be accessible for colourblind users.

#### Motivations



#### Goals

- View statistics regarding time taken to review applications
- Generate statistics quickly and in a readable format

#### Frustrations

- Dislikes manually having to create performance statistics for his branch
- Lots of information on the internet is difficult to read due to a lack of accessible design

*6% of the male population suffer from red-green colour-blindness (Colblindor, n.d.).*

## Scenario

Sieve McDichael, 40, is the branch manager of the Chicago Branch. He is an extremely organised and loves to create performance statistics for the branch, so that he can use this information to understand whether he needs to hire a new agent or provide support to some of the existing agents. Currently, this is taking up too much of his time, as he must look at every application, look at how long they took to review, and calculate the average time himself. He would love to be able view this information with just the click of a button, so he can spend more time trying to improve it. He also suffers from deuteranopia, and is hoping that these reports will be displayed in a format that he won't struggle to read, which is the case with a lot of digital information.

## Persona 12 – Andrew Bean

### Andrew Bean



**Age:** 28  
**Location:** London, UK  
**Role:** Branch Manager

**Bio**  
Andrew is the branch manager for the London branch. He's been recently promoted, and the previous manager allowed for many agents to go on holiday simultaneously. Andrew wants to re-assign some applications to AFS agents who are present, so the backlog can be reduced. Currently, re-assigning an application is time-consuming and involves lots of paperwork. Andrew would like to be able to view all the open visa applications for a branch, and quickly re-assign the longest standing applications.

**Motivations**

Speed	<div style="width: 100%;"></div>
Convenience	<div style="width: 75%;"></div>
Comfort	<div style="width: 50%;"></div>
Aesthetics	<div style="width: 25%;"></div>

**Goals**

- View all open applications in a branch.
- Quickly re-assign an application to a different agent

**Frustrations**

- Dislikes the amount of time it takes to re-assign applications
- Hates completing unnecessary paperwork
- Viewing all open applications is time-consuming

*This persona is based on assumptions regarding how the branch manager performs their role in the current AFS system.*

## Scenario

Andrew Bean, 28, is the newly promoted manager of the AFS London branch. The branch has not been managed well, and there are a lot of agents on holiday simultaneously, who have long-standing applications. Andrew wants to re-assign these applications to avoid customers complaining that their application reviews have taken too long. Currently, re-assigning applications to another agent takes a lot of time, as everything is paper based. Andrew would like to view all the open applications for the branch on one page and be able to quickly re-assign some of these to different AFS agents.

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