



DISPATCH

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# PERSONAS

# OVERVIEW

- ▶ What is a persona?
- ▶ Who are our product's users?
- ▶ What jobs do our users do?
- ▶ What are our users' needs, wants, and frustrations?



YOU AND I MAKE  
SOFTWARE FOR  

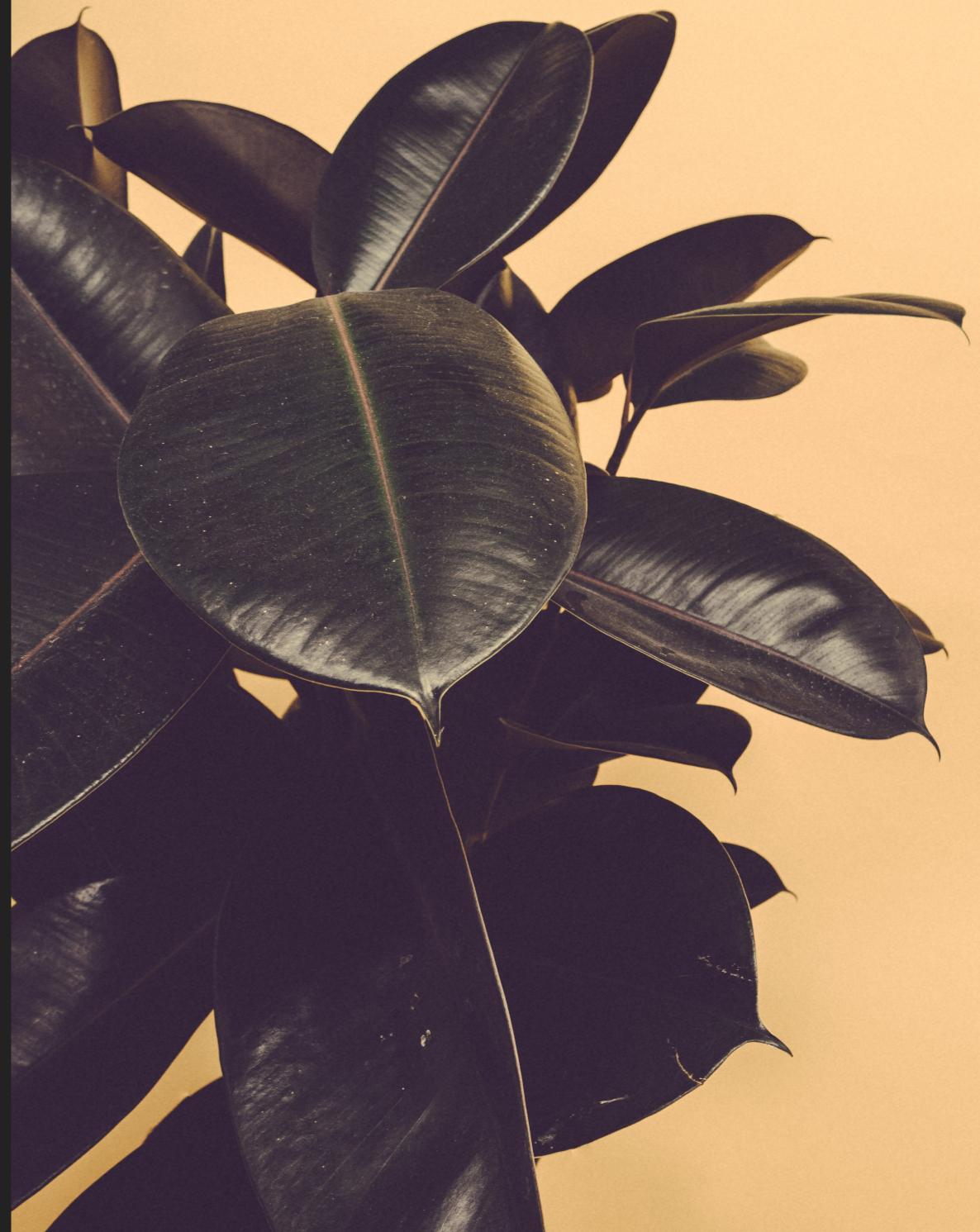
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**REAL PEOPLE**

# REALISTIC DESCRIPTIONS OF PEOPLE WHO USE OUR PRODUCTS



# WHY USE A PERSONA?



## WHY USE A PERSONA?

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- ▶ Build empathy for people using our software
- ▶ Communication tool for aligning the team's knowledge
- ▶ Aides in prioritizing design decisions
- ▶ Defines task use cases
- ▶ Keeps the user front-and-center at all times





**WHO ARE OUR  
PERSONAS?**



**PERSONA = USER**



USER

=

PERSON



# CALL TAKER



# DISPATCHER



# SUPERVISOR

# WHAT DO OUR PEOPLE DO?





# CALL TAKER

- ▶ Obtains critical information and route the call as quickly as possible
- ▶ Makes quick decisions and react with reason
- ▶ Properly assesses calls to determine whether they are of an emergency or non-emergency nature
- ▶ Gathers critical information from callers
- ▶ Enters information into a CAD program
- ▶ Remains calm & professional at all times



# DISPATCHER

- ▶ Monitors and controls the movement of fire and EMS units
- ▶ Uses computer systems and dispatching equipment to communicate and coordinate activity with EMS and fire units, as well as with other agencies
- ▶ Dispatches peripheral assistance, including transportation requests, utility companies, tow trucks, and citizen responders
- ▶ Maintains concise records of all dispatching activities, including unit assignments
- ▶ Monitors the status of mobile units at the dispatch location
- ▶ Ascertains the circumstances of the emergency or incident and relaying information to responding units and dispatch supervisors
- ▶ Determines if additional assistance is needed and diverting units from other fire districts



## SUPERVISOR

- ▶ Does everything a Call Taker and Dispatcher does, plus...
- ▶ Directs and leads the work of dispatchers in the department
- ▶ Manages personnel including reviews
- ▶ Trains personnel
- ▶ Works with IT to ensure systems operate as intended
- ▶ ...and more...



# CALL TAKER



# DISPATCHER



# SUPERVISOR

# CALL TAKER / DISPATCHER





# DISPATCHER

# LUKE



## ABOUT LUKE

- ▶ 20 - 30 years old
- ▶ High school graduate
- ▶ 3 + years experience
- ▶ Probably also a certified EMD or EMT
- ▶ Spends 12 hours in a comms center, in front of a computer, and on the phone



IT TAKES TOO MANY STEPS  
TO DO THE EASIEST THINGS

Luke



## LUKE'S NEEDS, GOALS, & WANTS

- ▶ Dispatch calls easily & efficiently
- ▶ Smart software to use (but not so smart I'm out of a job)
- ▶ I want to enter as little data as possible
- ▶ Need a fast, dependable system
- ▶ I want to see my vehicles on a map
- ▶ I want to easily communicate with crews
- ▶ I need to remember a billion SOPs



## LUKE'S FRUSTRATIONS

- ▶ A slow system
- ▶ Can't find call locations & routes
- ▶ Can't easily update critical information
- ▶ Crews don't update their status
- ▶ I don't have the vehicles I need when I need them
- ▶ I despise having to check in paperwork for the crews



## MOTIVATIONS

- ▶ Money + "It's a good gig"
- ▶ Solving problems, saving lives
- ▶ Staying out of court
- ▶ Wants to get promoted
- ▶ Interesting job
- ▶ Doesn't want to be on the nightly news



# CALL TAKER



# DISPATCHER



# SUPERVISOR

# SUPERVISOR





# SUPERVISOR

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# SARA



### ABOUT SARA

- ▶ 30 - 40 years old
- ▶ High school graduate
- ▶ Some college, associates at least
- ▶ 5 + years experience in EMS
- ▶ Certified EMD, EMT, EFD, Medic
- ▶ Spends most of her day in the comms center



IT HAS TO DRIVE ME CRAZY  
TO ACTUALLY ASK FOR HELP.

Sara



### SARA'S NEEDS, GOALS, & WANTS

- ▶ I need my system to be dependable and reliable
- ▶ I need to know the state of the system 24/7
- ▶ I need to be able to route calls with mapping that is accurate and up with the times
- ▶ I want easy updates and trainable features
- ▶ I need to be able to manipulate the data to my needs
- ▶ I need to move schedules on the fly



# FRUSTRATIONS & LIMITATIONS

- ▶ My system is very slow, or doesn't even work
- ▶ My data is not accessible or accurate
- ▶ I can't tell why my dispatcher made a mistake
- ▶ Staffing issues are a constant headache
- ▶ I have to use multiple tools to do my job
- ▶ I'm frustrated when I can't track my vehicles because of inaccurate mapping



# MOTIVATIONS

- ▶ Money/Compensation
- ▶ Likes being the point person
- ▶ Likes that they help save lives
- ▶ An efficient team
- ▶ Solving problems
- ▶ Team comradarie

**DOING THEIR  
JOB**



DOING THEIR JOB

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**LUKE & SARA DON'T NEED  
TO USE OUR SOFTWARE**

DOING THEIR JOB

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LUKE & SARA NEED TO DO  
THEIR JOBS

# REVIEW

- ▶ Personas are realistic descriptions of our product's users that help us stay empathetic to their needs
- ▶ The three primary job roles using Dispatch are Call Takers, Dispatchers, and Supervisors
- ▶ The job descriptions of these three roles require them to do a lot of tasks
- ▶ Our users encounter specific challenges, frustrations, and motivations in their jobs on a daily basis
- ▶ Our job is to enable people to do their jobs more efficiently, not provide software for software's sake



REMEMBER: YOU AND I  
MAKE SOFTWARE FOR  

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**REAL PEOPLE**

DO SOMETHING GREAT