

User Persona

TIP: Duplicate these pages to repeat the exercise for another persona.



Mitch McConnell

Key Attribute

Older, political establishment

Less online, used to traditional media

Short Description

Republican senator for 30+ years

Key endorsement for many Republican candidates

Helps control campaign finance spending

Needs

Needs to understand which candidates have a chance of winning and which are lost causes

Needs to be able to adapt and redirect support

Needs to understand how support has been trending nationally, but also in different states

Challenges

Older, so does not understand technology very well

Not up-to-date with trends from prior years

Visual data is a lot easier to understand than numeric data

Opportunities

Make technology very simple to use, and buttons very clear

Show current polling numbers, but also past trends

Show simple, easy-to-understand graphs and figures

Be clear with forecasts and predictions

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Vivek Ramaswamy

Key Attribute

Young, more online

Well-educated

Business-oriented

Short Description

2024 Republican presidential candidate

Needs endorsements from sitting House and Senate members

Looking for financing and interest for campaign

Needs

Needs to understand complexities of trends and changes

Needs to understand national political outlook

Specific states or districts aren't super important

Challenges

Wants to understand numbers and do independent analysis

Feels distrust in some data representations

Needs dynamic representation of past, present and future

Opportunities

Show nuance in graphical representations

Opportunities to see specific data for transparency

Focus on national districts unless prompted

Show timeline for how projections have evolved