

IEEE Personas

What are personas?

Fictitious characters created to represent the different user types that might use a site or product.

- Simplifies the variability of different user types to a manageable level for easier reference.
- Allows us to personalize abstract user types by “putting a face” to them.
- Encourages prioritization of user groups.

What personas are NOT

NOT an exhaustive list of every possible user type or user permutation.

Persona Summary

Based on findings from

- in-depth user interviews
- stakeholder interviews
- competitive analysis

Six main user types identified.

User types are based on site usage and goals, rather than on IEEE involvement roles (such as volunteers, members and nonmembers) or professional background (such as academics, students and industry).

Personas are overall IEEE personas that can be used to aide user-centric design enterprise-wide.

IEEE Persona



Thomas "The Digger" Chen

My information. My way.

Key Tasks

Finding the information I need quickly.

- Finding articles
- Finding standards
- Finding conferences
- News & updates

Key Desires

Make IEEE a one-stop portal of news & tools.

- Better search
- More free content
- Personalization content & tools
- Personalize emails & newsletters

Name: Thomas Chen

Home: Singapore, China

Age: 37

Personal: Single

Job: Researcher

IEEE: Attends conferences, accesses articles, visits site once a month

Tech Savvy: Medium to High

Connection: High speed

Platform: PC

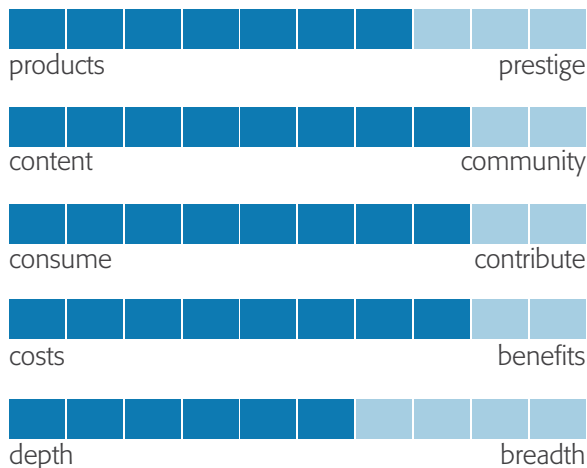
Interests: Time with family, fishing & biking, video games

Web Usage: Online at work and home (almost all day), visits Amazon, Yahoo Finance & Fidelity, and LinkedIn

Learns: Text & visual, drills down from abstract

Dislikes: Impractical content or content that is not "real world" enough, despises marketing material disguised as content or hard-sell

Quick Overview



For more information visit www.ieee.org/go/webteam

For questions email digital-innovations@ieee.org

IEEE Persona



Joseph “The Nibbler” Lightly

Help me to see the whole field.

Key Tasks

Anything that helps me do my job faster & better!

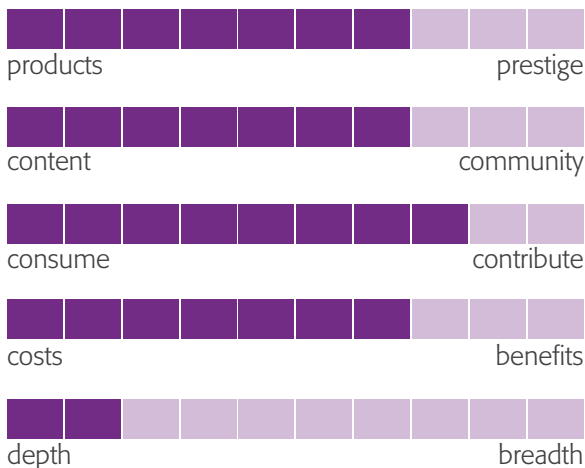
- Finding news & updates
- Finding articles
- Finding standards
- Membership benefits / Sign-up

Key Desires

Make IEEE a business tool for professionals.

- Business-oriented content
- Better search
- Simplicity of design
- Personalization tools

Quick Overview



Name: Joseph Lightly

Home: Chicago, IL

Age: 32

Personal: Married, 2 children

Job: Applications Engineer

IEEE: Infrequent article purchase, visits site once a month

Tech Savvy: Very High

Connection: High speed

Platform: Mac

Interests: Snowboarding, running, sea kayaking, socializing, traveling

Web Usage: Always online (home, work, mobile), downloads podcast, news articles

Learns: Fast, overview-oriented, favors push content & downloadable (podcast) mix of visual, text & audio

Dislikes: Buried content & slow search, specially if content is not relevant or out-of-date, despises clutter

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IEEE Persona



Subha “The Contributor” Subramanian

Give me a place to share knowledge and ideas anywhere.

Key Tasks

My research is my future. IEEE needs to help me succeed.

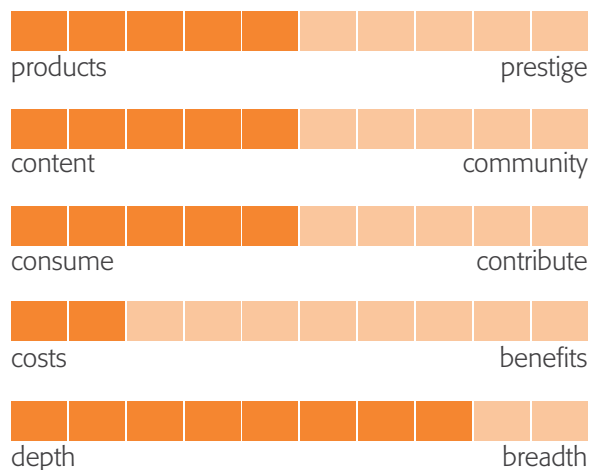
- Finding articles
- Finding conferences
- Finding societies & local chapters
- Membership benefits / Sign-up

Key Desires

Connect me with content & people.

- Better search
- Personalize content & tools
- Free or inexpensive access to content
- Social networking

Quick Overview



Name: Subha Subramanian

Home: Hull, England UK

Age: 41

Personal: Engaged, no children

Job: Professor

IEEE: Access to articles (via University), attends IEEE conferences

Tech Savvy: Medium

Connection: High speed

Platform: Both PC & Mac

Interests: Workaholic, hiking, cycling & reading

Web Usage: Online mainly at work (though not continuously), visits Amazon, news, sports & Facebook

Learns: Text and visual, drills down to deep via abstract

Dislikes: Unreliable or outdated content, misleading information, despises broken links

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IEEE Persona



Ben “The Facilitator” Givens

You only get what you put in!

Key Tasks

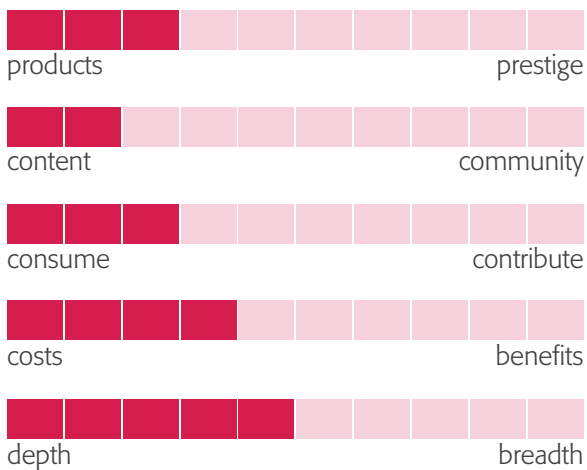
Make it easier for me to make IEEE better!

- Locating societies & local chapters
- Membership benefits / Sign-up
- Finding society & chapter documents
- Finding IEEE contact info

Key Desires

- Community features / forums
- Easier to find societies & sections
- Social networking features
- Simple design
- Tools for their local processes & products

Quick Overview



Name: Ben Givens

Home: Atlanta, GA

Age: 54

Personal: Married, no children

Job: Project Manager

IEEE: Local Section Secretary, visits IEEE weekly

Tech Savvy: High

Connection: High speed

Platform: PC

Interests: Surfing, tennis, league sports, competitive video gaming

Web Usage: Online most of the time, visits CNN, Google, Facebook, YouTube, online gaming

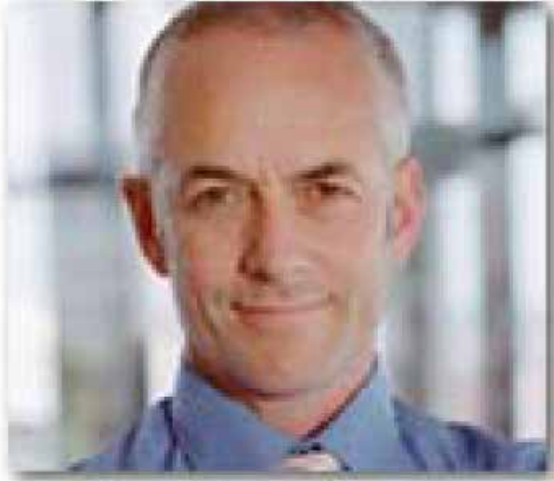
Learns: Primarily text, mixed with visual, collaborative brainstorming & idea sharing

Dislikes: Cumbersome navigation, inefficient search

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IEEE Persona



Henry “The Networker” Tripper

Help me stay connected with new people and new ideas.

Key Tasks

IEEE keeps me in contact with people who make a difference.

- Finding conferences
- Membership benefits / Sign-up
- Finding standards
- Discovering professional development opportunities

Key Desires

Help me plan my conference travel!

- Better conference search
- Community features / forums
- Personalized newsletters

Name: Henry Tripper

Home: Cleveland, OH

Age: 49

Personal: Divorced, 3 adult children

Job: General Manager

IEEE: Attends many conferences of multiple societies, visits IEEE.org 2x/week

Tech Savvy: Medium

Connection: High speed

Platform: Both PC & Mac

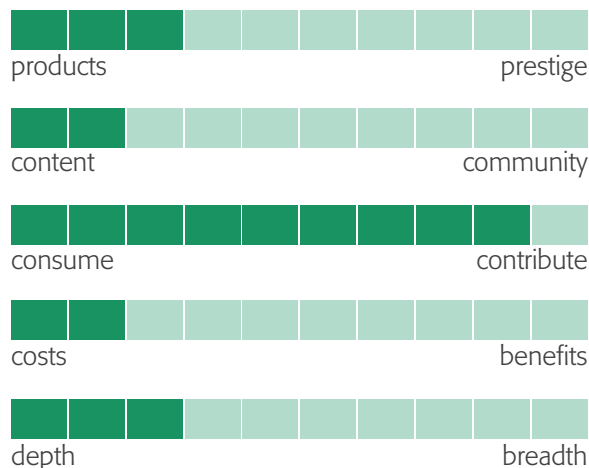
Interests: Hiking, travel, current events & socializing

Web Usage: Online all day (home & work), CNN, Fox News, Expedia, Skype

Learns: Audio / in person, presented info mixed with text & knowledge exchange

Dislikes: Buried content & clutter, complex interfaces, inaccurate content

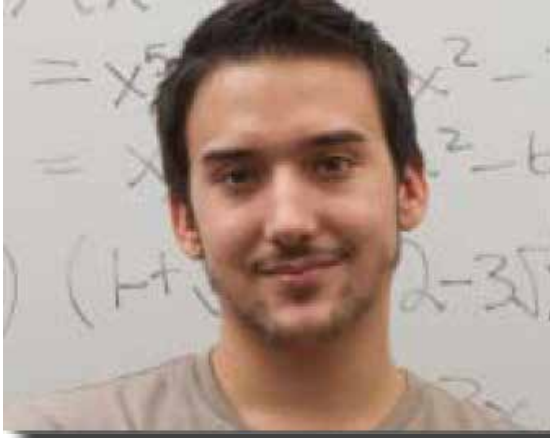
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IEEE Persona



Skip “The Beginner” Newman

Convince me to take IEEE to the next stage of my life.

Key Tasks

Let me connect with the information I want as fast and flexibly as possible!

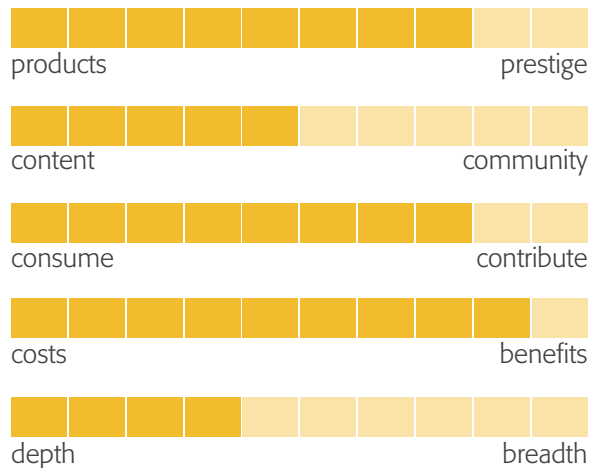
- Finding news & updates
- Finding articles
- Connecting with people & experts
- Membership benefits / Sign-up

Key Desires

Make IEEE a knowledge community.

- Getting a job!
- Better search
- Socialized networking
- Personalization tools

Quick Overview



Name: Skip Newman

Home: Cambridge, MA

Age: 24

Personal: Single

Job: University Student

IEEE: Attends conferences, visits IEEE.org 3 times a month

Tech Savvy: Very High

Connection: High speed

Platform: Mac / PC / Linux

Interests: Computers, snowboarding

Web Usage: Always online (home, work, mobile), complete digital lifestyle, Facebook, Slashdot

Learns: Fast. Overview-oriented, multi-tasker, multi-sourcer, push content & customization whenever possible

Dislikes: Paid content - big believer in open source, Web sites that make him jump through too many hoops

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IEEE Persona



Eliana “The Teacher” Silva

Help me develop my career and engage my students.

Key Tasks

Resources for teachers

- Educational materials in Portuguese
- Local activities
- Videos for her students
- Sample lesson plans
- Education portal sites/apps

Key Desires

Make IEEE a knowledge community.

- Professional development
- Information sharing with her students
- Contests and awards
- Scholarships

Name: Eliana Silva

Home: São Paulo, Brazil

Age: 29

Personal: Single

Job: High school Science Teacher

IEEE: Infrequent article purchase, and visits site once month

Tech Savvy: Medium

Connection: Medium speed

Platform: PC desktop

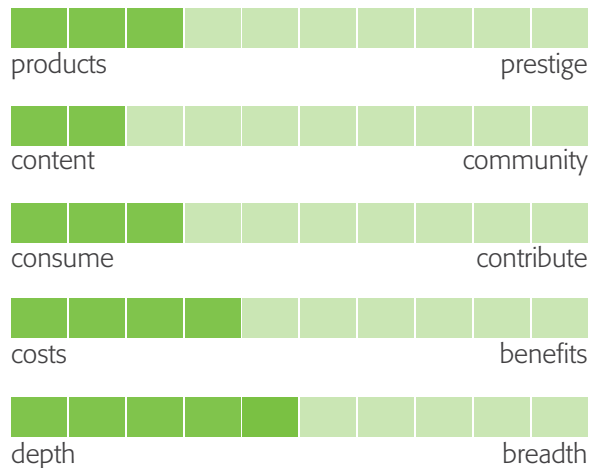
Interests: Zumba, women’s soccer league, science fiction amateur photography

Web Usage: eBooks, online educational courses, Orkut, Facebook, YouTube

Learns: Primarily through online courses, visual, colleagues, watching news

Dislikes: Too much content, cumbersome downloads, complicated search features

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IEEE Persona



Tippy "The Scoop" Pearlstein

Get me the facts, fast, and furiously.

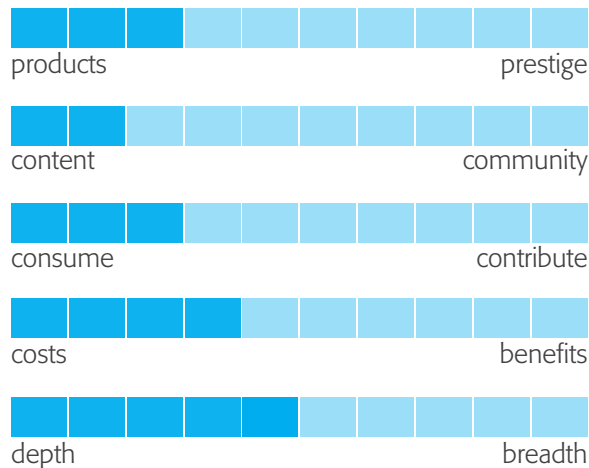
Key Tasks

- Getting information about IEEE for a citation
- Videos/tech news from Spectrum
- Getting connected to tech experts
- Local community events

Key Desires

- To write creative and engaging articles
- Unraveling cutting-edge technical trends
- Pulling together the latest from the industry best

Quick Overview



Name: Trudy "Tippy" Pearlstein

Home: Cleveland, OH

Age: 58

Personal: Long-term partner

Job: Reporter for the Post-Dispatch

IEEE: Local Chapter VP, attends IEEE conferences

Tech Savvy: High

Connection: High speed

Platform: Mobile / tablet / MAC

Interests: Book club, ESL tutoring for adults, organic gardening, trying new restaurants

Web Usage: Tweeting and Twitter following, emails and texts on iPhone, News sites and push alerts

Learns: Visually

Dislikes: Lots of words, sales-y prose

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