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.

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

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

Quick Overview

| products | prestige |
| content | community |
| consume | contribute |
| costs | benefits |
| depth | breadth |
### IEEE Persona

**Joseph “The Nibbler” Lightly**

Help me to see the whole field.

<table>
<thead>
<tr>
<th>Name:</th>
<th>Joseph Lightly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home:</td>
<td>Chicago, IL</td>
</tr>
<tr>
<td>Age:</td>
<td>32</td>
</tr>
<tr>
<td>Personal:</td>
<td>Married, 2 children</td>
</tr>
<tr>
<td>Job:</td>
<td>Applications Engineer</td>
</tr>
<tr>
<td>IEEE:</td>
<td>Infrequent article purchase, visits site once a month</td>
</tr>
<tr>
<td>Tech Savvy:</td>
<td>Very High</td>
</tr>
<tr>
<td>Connection:</td>
<td>High speed</td>
</tr>
<tr>
<td>Platform:</td>
<td>Mac</td>
</tr>
<tr>
<td>Interests:</td>
<td>Snowboarding, running, sea kayaking, socializing, traveling</td>
</tr>
<tr>
<td>Web Usage:</td>
<td>Always online (home, work, mobile), downloads podcast, news articles</td>
</tr>
<tr>
<td>Learns:</td>
<td>Fast, overview-oriented, favors push content &amp; downloadable (podcast) mix of visual, text &amp; audio</td>
</tr>
<tr>
<td>Dislikes:</td>
<td>Buried content &amp; slow search, specially if content is not relevant or out-of-date, despises clutter</td>
</tr>
</tbody>
</table>

**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**
- Products: prestige
- Content: community
- Consume: contribute
- Costs: benefits
- Depth: breadth

For more information visit [www.ieee.org/go/webteam](http://www.ieee.org/go/webteam)
For questions email [digital-innovations@ieee.org](mailto:digital-innovations@ieee.org)
IEEE Persona

Subha “The Contributor” Subramanian

Give me a place to share knowledge and ideas anywhere.

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

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

<table>
<thead>
<tr>
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<td>Community</td>
</tr>
<tr>
<td>Consume</td>
<td>Contribute</td>
</tr>
<tr>
<td>Costs</td>
<td>Benefits</td>
</tr>
<tr>
<td>Depth</td>
<td>Breadth</td>
</tr>
</tbody>
</table>
IEEE Persona

Ben “The Facilitator” Givens
You only get what you put in!

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
Lears: Primarily text, mixed with visual, collaborative brainstorming & idea sharing
Dislikes: Cumbersome navigation, inefficient search

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

products | prestige
--- | ---
content | community
consume | contribute
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depth | breadth

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For questions email digital-innovations@ieee.org

IEEE
Advancing Technology for Humanity
IEEE Persona

Henry “The Networker” Tripper
Help me stay connected with new people and new ideas.

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

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

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IEEE Persona

Skip “The Beginner” Newman
Convince me to take IEEE to the next stage of my life.

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

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

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Eliana “The Teacher” Silva
Help me develop my career and engage my students.

Name: Eliana Silva
Home: São Paolo, 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

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

Quick Overview
products \[\text{prestige}\]
content \[\text{community}\]
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depth \[\text{breadth}\]
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

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

Quick Overview
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