

Name of Organisation

Website Users

These are our website users.

To make our website worthwhile, we must remind ourselves what they want from us & how they want it.



Gradep the pedant

I have just accepted a job offer from Apple. I've called Cork in Ireland. Now I have

Débora the dabbler

Finally, I've saved enough to see my friends in Blacklion in Ireland. I just booked my ticket!

My friends tell me I don't need a visa for Ireland, which is great as I'm super busy. Anyway, I'll probably google "visa irlandia" at some stage to check. I guess the visa people will show if I need anything important?

Otherwise ... Irlanda, here I come!! :)

Important things for Débora...

Refusal is my worst nightmare. Help me help you. Keep these in mind...

- Make important points super-obvious, super-relevant to me & super-clear.
- Give me a clear call-to-action if I must do something & show me how.
- Don't burden me with unneeded or irrelevant details that distract me.

If you don't remember these & I am turned away, I'll blame you."

How we can help her...

We don't have to go out-of-our-way. Simple things will be a big help to her...

- Pay special attention to summaries, page titles, links (& tweak constantly).
- Be a bit creative, eg graphic or video explainers, apps, downloads.
- Unify our touchpoints, eg a stable message at each step with updates over time (alerts/reminders?)

We should also remember...

Débora isn't in an office & must often do things on the fly. Plus...

- Her English is not great.
- She doesn't have a printer at home.
- She mostly browses the web using her Samsung smartphone.
- She prefers apps like WhatsApp for updates & messaging (it's free).

Our users & their needs

These user descriptions help to...

- 1- *Disclose the context of our users.*
- 2- *Expose important behaviours & attitudes.*
- 3- *Reveal users' hopes, worries & fears.*

This document helps us remember our users & think about what they actually want before we spend time adding or changing content.

These descriptions remind us that our users' needs, priorities, hopes & worries can often be quite different from our own.



These users do not represent everyone who uses our website. Instead they focus on contexts, behaviours & outcomes that matter.

They can be used when thinking about how to deliver new web services or as a visual aid when explaining the website to staff.

You can use these descriptions to...

- 1- *Visualise your audience during planning.*
- 2- *Hone-in on content & design features.*
- 3- *Clarify where to spend most effort.*

Débora the dabbler



Biology graduate from Bélem (28)

This is Débora's first time to Europe, though she has visited much of S.America & the US.

Débora remembers the visa near-disaster she had travelling to Boston. It's so great she doesn't need to arrange all that for Ireland - *"I can just turn up!?"*

She admits that planning is not her forté (she is notorious for missing flights), but this is a big trip.

Even if a 'visa' is not needed, she assumes she'll need to bring **something** - *"Will my passport do?"*

NOTE: Débora is likely to fare badly on live site & may rely on friends or other sites for insight (which may be wrong).

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How we can help her...

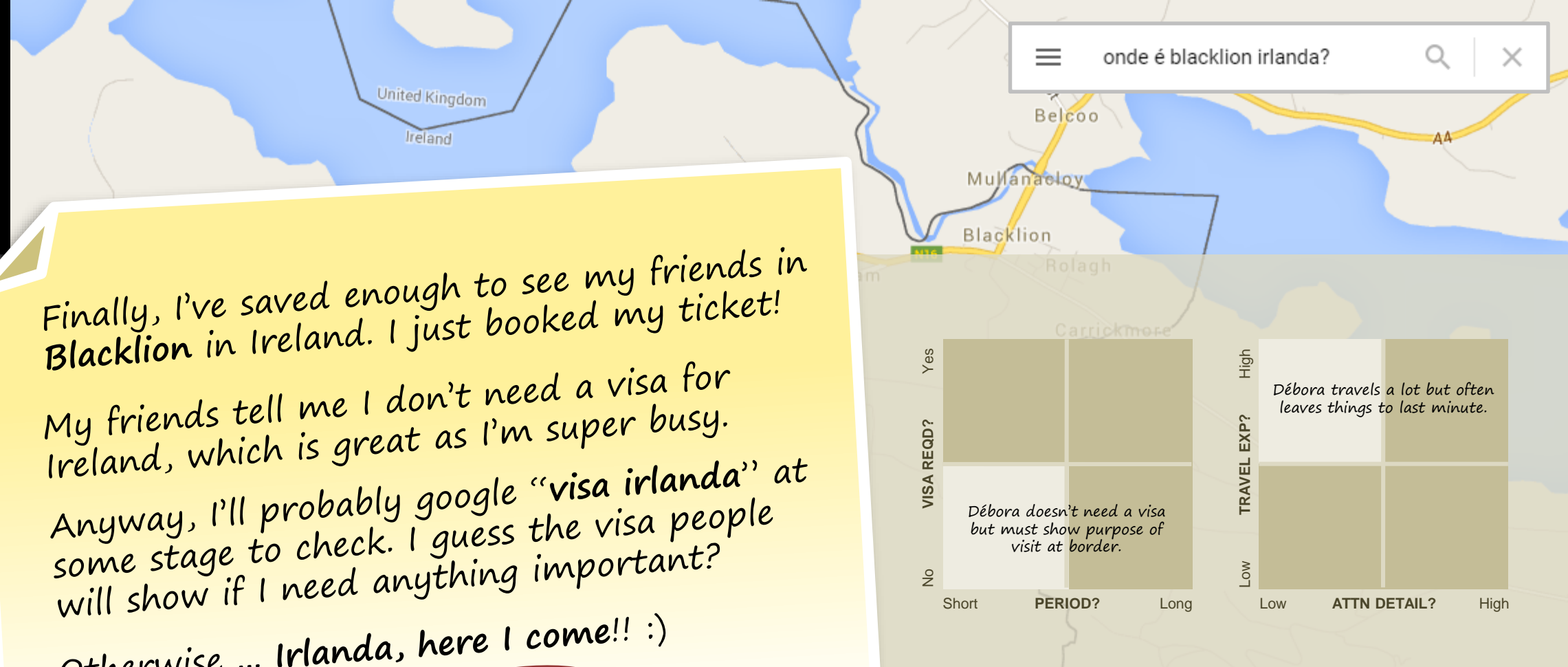
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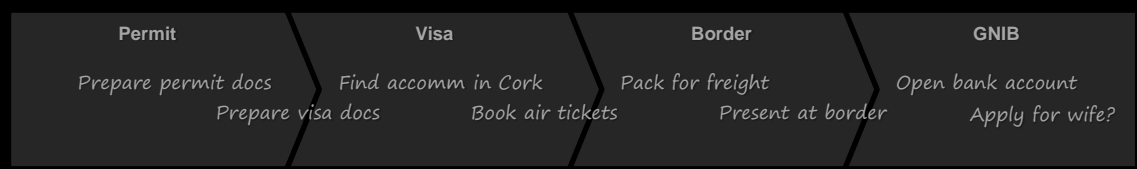
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- She doesn't have a *printer* at home.
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Pradeep the pedant



Senior developer from Chennai (31)

This is a major life change for Pradeep. He's very excited & nervous in equal measure.

His instinct is to start researching & making lists, especially as he has so little travel experience. (His wife mocks his seriousness, but realises it's useful.)

The business system seems complex, yet he's used to detail (plus, Indian agencies can help if needed).

Intercom has just emailed about his work permit, but his own big question is - *"What about my wife?"*

NOTE: Pradeep may fare reasonably OK on the live site, though not 'because of' - but 'in spite of' how we present content.

I have just accepted a job offer from Intercom in a city called **Cork** in Ireland. Now I have to get ready for the move.

I admit this is a big step for me & my wife.

With so many things to organise I'm worried we'll miss something important - or that costs will escalate if I make mistakes.

I hope these people are trustworthy & clearly list everything we'll need.

Important things for Pradeep...

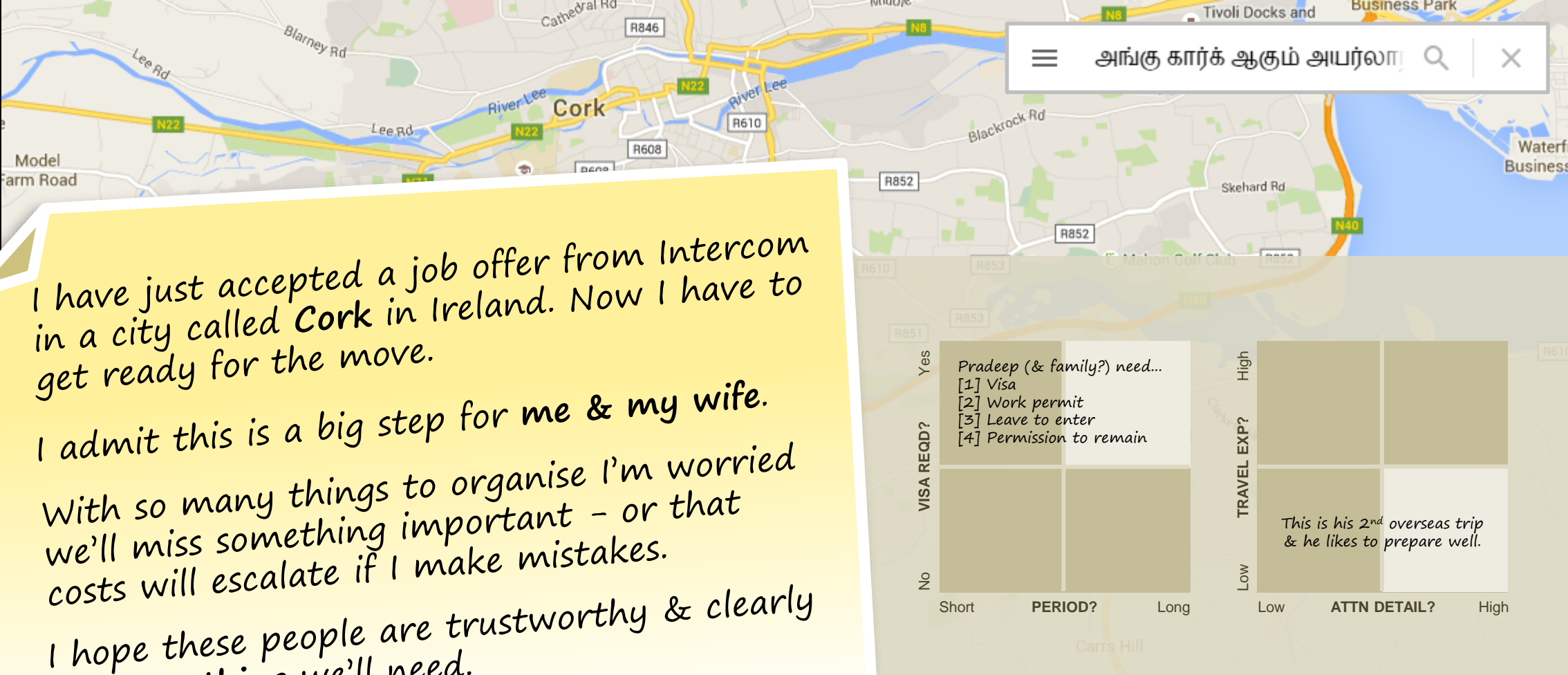
- "Gaps = uncertainty. I want to understand things, so please..."*
- Show me how it all works end-to-end. I can then gather the things you need.
 - Questions are inevitable, so give me a way to get authoritative answers.
 - Use a clear marker for official sources. I'm wary of scams.
- I know this is complex, but I'm ready to work at it. Can you meet me halfway?"*

How we can help him...

- Build on everything done for Débora and then add the following...*
- Progressively reveal complexity at suitable points via links/downloads.
 - Callout all prerequisite criteria, esp. dates & costs.
 - Be predictable & don't leave gaps. If web is not the best channel for an issue, use others - phone, email, post.

We should also remember...

- While Pradeep is very web literate, his online reach can be limited at times...*
- He doesn't have a *credit-card*.
 - He has an iPhone 4, but local WiFi & data is limited.
 - He mostly browses the web using his work PC or laptop.
 - He doesn't have a *printer* at home.
 - (His *English* is very good.)



Further User

Other user from xxxx (00)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.
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Important things...

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How we can help him...

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We should also remember...

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Duis aute irure dolor in reprehenderit.

Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem.

Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit.

VISA REQD?	Yes		
	No		
		Short	Long
		PERIOD?	

TRAVEL EXP?	High		
	Low		
		Low	High
		ATTN DETAIL?	