

# industrial.

method / madness

ISLG

Personas

March, 2018

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# What are Personas?

Personas are a critical tool that help us to **consider the people** behind each user group. Each persona represents a group of people whose behaviours are similar. These will help keep us all on the same page and focused on the users throughout the redesign.

Not all personas are created equally! Where marketing personas focus on demographic information, buying motivations and concerns and buying preferences, **UX personas focus on user goals, current behaviour, and pain points.**

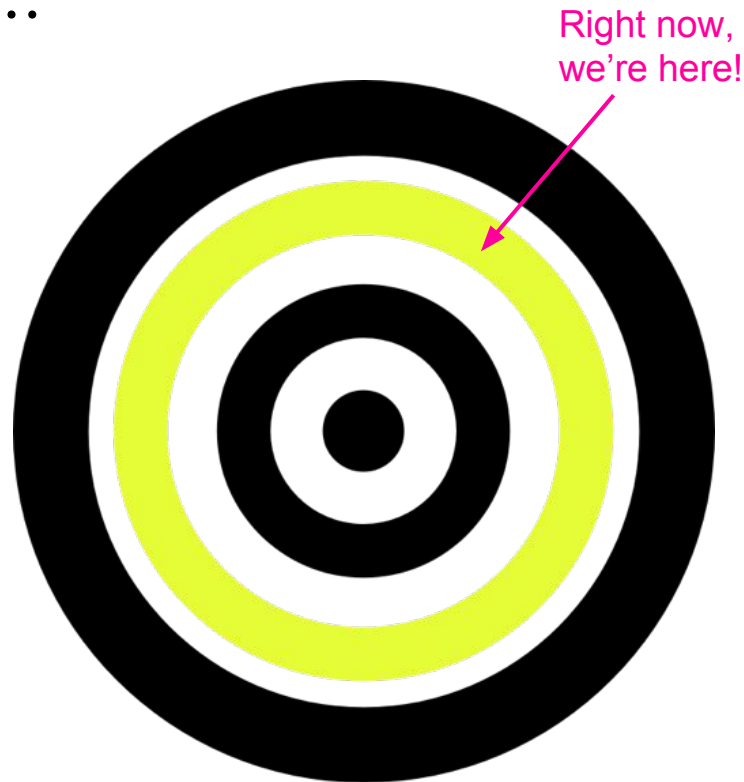


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## Think of Personas as a Target...

Personas are a living document; the more you find out about your users, the closer you'll get to the bullseye. Truly accurate personas are based on lots of qualitative research done with your target audience. We're starting off with a strong understanding based on your subject expertise and the user interview/observation sessions.

As your users change, so must your personas. Each research initiative you take will bring you a greater degree of accuracy.





Rebecca | Research Specialist

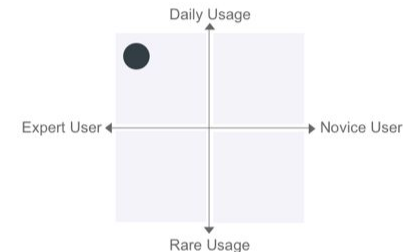
### Background

Essentially, I'm a librarian for a large law firm; I help several groups find fact based precedent. I'm never doing the analysis, I just need the facts. My research tasks vary and with lots of competing priorities, my research has to be fast and accurate. As the research expert in my office, I've also become the research teacher for the entire office, helping both senior lawyers and summer students alike better their research capabilities.

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*Being the research specialist at my firm is both challenging and rewarding. I need to be fast and accurate but I also need to support my colleagues in learning to do their own research so that my workload is manageable.*

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### Goals

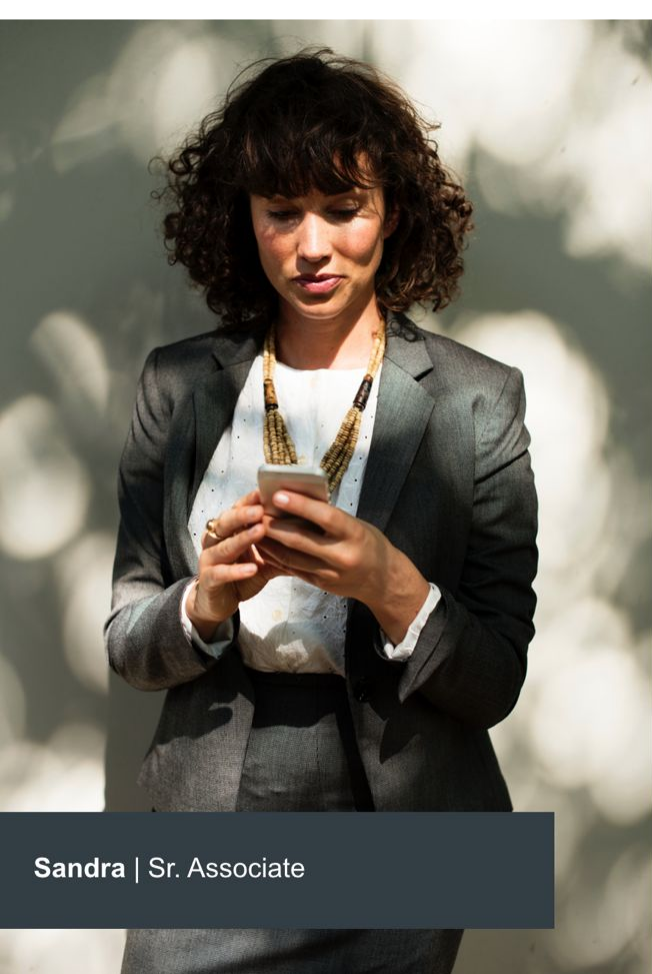
- Find all cases within the confines of a certain topic
- Survey cases to vet arbitrators
- Complete a treaty/rules/convention check
- Compile, download and send all relevant material associated with my research request

### Pain Points & Frustrations

- When the path/link between content isn't crystal clear and I, get disoriented
- A lack of training materials increases my colleagues' dependence on me
- Slow applications are a nuisance; if there's a faster one, I'll use it even if it means that I have to use several tools

### Motivators

- I need to be efficient so being able to do all of my research in one place is very important
- I need to be able to trust that the application has given me all cases, arbiters, treaties/conventions/rules that are related to my research topic.
- I need a tool that supports my expert needs but also supports my novice colleagues



Sandra | Sr. Associate

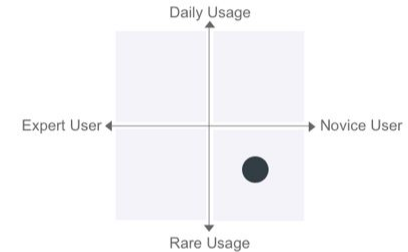
### Background

My days are very busy so I don't usually do my own research but I do often double check the research that has been done for me. I also try to keep myself up to date on the latest awards so I'll often research precedent when a new award is announced. I'm not super tech savvy and I'm always on the go so I need to be able to easily and quickly verify research when I'm in and out of the office.

“

*Using tech and online tools is always a bit overwhelming for me, but I'm thorough in my work and I understand how powerful they are.*

”



### Goals

- Quickly double check the research sent to me by Jr. associates while on the go
- Find the history on a topic that has a new award I read about
- Look for a particular treaty that came up in a case
- If there's no case law on a treaty referenced in a case, I need to find cases for similar treaties

### Pain Points & Frustrations

- Not being able to quickly search for an article and having to navigate there
- Not being able to double check research on my phone during my commute into work
- Feeling disempowered to use the tools I have at their full potential

### Motivators

- I need shortcuts in finding the information I'm looking for
- The online tools I use have to be simple and straight forward



Janesh | Jr. Lawyer

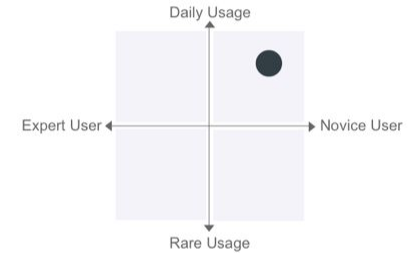
## Background

I'm still in my first year as an associate. Most of my time is spent supporting Sr. associates with their research needs. I'm most often looking for precedent and awards within North America. The Sr. associate I work with will often check my work, so I try hard to give her all of the accurate cases and information she needs. While most of my day is spent researching, I'm still not as good as I could be at researching.

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*I have the find the relevant awards precedent quickly. Mistakes aren't an option because I want to impress my senior colleagues.*

”



## Goals

- Looking for awards that involve a certain subject I'm asked to research
- Finding cross-references for that specific subject
- Compiling a series of documents for the associate who requested it
- I'd like to learn how to do more effective/more complex searching

## Pain Points & Frustrations

- When searching, I get too many results so I don't use search
- Sometimes cross-references send me back and forth and I don't get any meaningful information
- Discovering that I downloaded the same document multiple times

## Motivators

- I need tools that make me look good, mistakes aren't really an option at this stage in my career
- An intuitive experience is critical to my satisfaction; I'm still new and learning



Adam | Academic

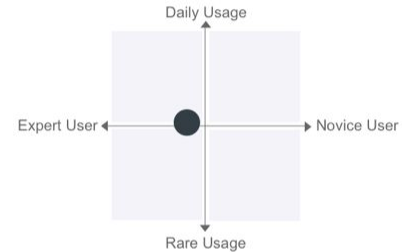
## Background

I consider myself a little old fashioned but I know that if I take the time to learn a tool, it will be a worthwhile investment. I encourage my students to have the same attitude; that's why I always take time to teach them how to use the tools as well. When I'm writing a paper, I don't always know the question I'm asking at first. I need to explore to learn more. My use of tools is restricted to when I'm in my office on campus, so if I can compile resources, that would be idea.

“

*When I'm writing a paper, I love to explore. I don't always know what I'm looking for at first and then slowly I build my question. I'm a geek for this stuff.*

”



## Goals

- Compile resources that I can read later from home
- Teach my students how to use ISLG
- Explore content from a broader perspective to get the number of cases that have been awarded on the topic I'm looking for
- Add relevant portions of cases to a ppt. slide for my lectures

## Pain Points & Frustrations

- It's difficult for me to do less targeted, more exploratory research
- My students often struggle to use the system

## Motivators

- I need a tool that's simple and intuitive enough for my students to learn quickly but powerful enough for me to be able to do an in depth exploration of the topics I publish on



Gabrielle | Government Advisor

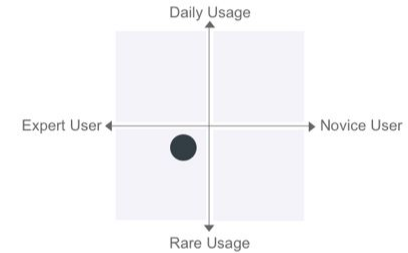
### Background

My area of expertise is international investment. I give opinions and advice to my government on how new policies will impact their international obligations. I work with a small team so I often do my own research, compile my findings and draft opinions. I'm always interested in a set of substantive standards and exactly how those can be tied back directly to a treaty.

“

*Customization and comparison are critical for me. I need to identify risks and quickly compare substantive standards that impact my government.*

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### Goals

- I need to be able to easily compare substantive standards in different treaties that apply to my government
- I need to be able to quickly survey the subject and outcome of cases that cite the treaties I'm looking at
- I need to be able to quickly identify risks with regards to the agreements my government is involved in

### Pain Points & Frustrations

- Because it's difficult for me to customize my experience and just see the treaties that my government is involved in, it's difficult and time consuming for me to identify risks
- Right now I have to manually compare documents which is very time consuming

### Motivators

- I need a tool that's trustworthy and helps to automate some of the laboriously manual tasks I'm doing right now