

King County Elections Personas

The following data sources were used to define the user groups for King County Elections.

Source	Type	Notes
King County.gov Personas	Survey and report	2013
King County Elections Research	Analytics: Google website analytics Crazy egg click analytics Quantcast Alexis Search logs	Summer 2012; February 2014

In order to identify top audience groups for user-centered design activities, we reviewed a variety of data sources.

We examined audiences

- By role
- By user tasks & goals
- By behaviors & attitudes

KingCounty.gov Persona Development

The King County web team analyzed survey data using quantitative and qualitative methods understand the relationships between users and tasks to determine several key groups. To do this they:

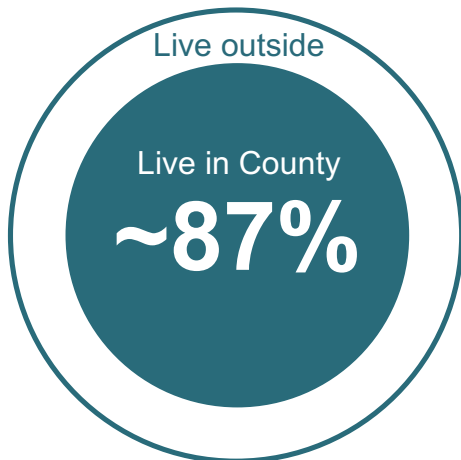
- Conducted a factor analysis to understand which tasks were related
- Performed cluster analysis to understand how participants grouped together around those factors
- Pivoted each role by key behaviors & attitudes about the site
- Analyzed open-ended comments from users describing their goals

Based on the data analysis, three groups emerged that encompass the diversity of the audiences that come to the King County website.

KC Persona: member of the public



“Don't primarily organize content by department... If I need to get a plumbing permit I don't care what department issues it. I just want a plumbing permit.”



Members of the public are
Individuals living in and around the County
Commuters
Students
Teachers
Website visitors speak English, Spanish and a variety of other languages.

Motivations

I do everyday things

- Use public transit
- Find a job
- Stay in compliance with county laws and regulations
- If I encounter a problem, I need to connect with the County for help

The information is all there, but finding it isn't enjoyable...it looks pretty dated.

I don't want to have to read a lot of text to find out that I have to navigate to another place. Make it more user-friendly.

It's cumbersome to search unless you know the exact name of the department.

I am a first time juror. I am looking for information about what I need to do.

Help me find the information I need quickly.

About me



Tasks

Get transit information

Example: Plan a trip, get schedules

Access court & legal information

Example: Find marriage and divorce information

Find health information

Example: Find a clinic, get list of shots (immunizations)

Get natural resources information

Example: Find parks and hiking trails

Manage property (for property owners)

Example: Pay property taxes

Stay informed

Example: get election results, find out what's going on in my community

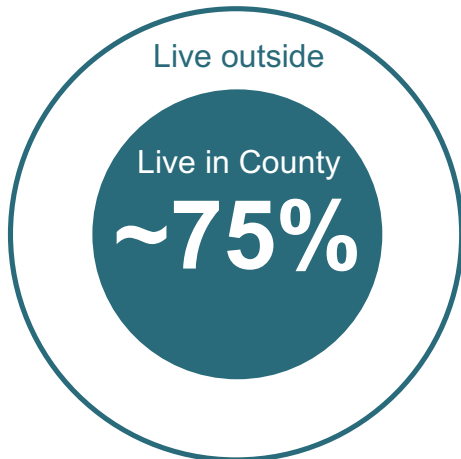
Information needs

- Low learning curve
- User-centered, not organization-centered
- Broad range of questions: must access everything from *Preventing beg bugs* to *What is the County doing to improve the County?*

KC Persona: Perry a Professional Partner



“I need specific data. Simplify, simplify, simplify. Too much information seems to be the norm, but it is overwhelming.”



Professional Partners are
Business people
Public health professionals
Environmental professionals
Court & legal professionals
County vendors

Motivations

I dig into data

I need specific county information to get my job done

Example occupations:

- *Housing and Property* – developer, real estate agent
- *Legal* – lawyer, legal secretary
- *Health* – care provider, clinic staff
- *Environmental* – conservationist, natural resource manager

I've got patterns for finding what I need, but when I need to find something that I've never found before, I have a hard time figuring out where to go.

Make it easier to find things without having to click through dozens of topics.

I am often looking for reports. Information serving municipalities.

Permitting section is difficult for those I work with to understand. Checklists need to be more current.

About me



Tasks

My tasks are specific to my profession

- Legal
- Health
- Environmental
- Housing & property

Stay informed

Example: get updates affecting my profession

Information needs

- Navigate quickly to a certain section of site or web application
- Deeply interested in one topic
- Repeat use: needs to do tasks frequently and efficiently

KC Persona: Alex the Advocate



“I’ve lived in the County for a long time. I want to learn about upcoming changes that affect the issue I’m concerned about.”

Live in County

100%

Advocates are

Concerned individuals

Example: Individual reporting a public safety issue

Members of advocacy groups

Example: Youth advocate volunteer

Community leaders

Example: Community Council Member

Motivations

I engage and impact

I’m here to voice a concern, give feedback & ultimately make a change

- Take action to help make a positive impact in my community
- Report a public safety concern
- Protect the environment

I’m trying to report a restaurant to the Health Department.

I wanted to email my suggestion regarding making Downtown Seattle more "vibrant" and efficient.

Update the rural section of the site more often.

I’m a teacher looking for services for children and families with special needs - respite, childcare, medical/counseling, Autism support, etc.

About me



Tasks

File complaints, report issues

Provide feedback or opinions

Stay informed

Example: get updates affecting the social or environmental issues I care about

Information needs

- Needs to find contact information, volunteer information and complaint forms quickly
- Accesses one topic at a time, yet at times interested in all County services related to that topic
- Return visitors: want to see impact of community involvement, services, initiatives over time

King County Elections Personas

Preliminary personas mirror King County personas:

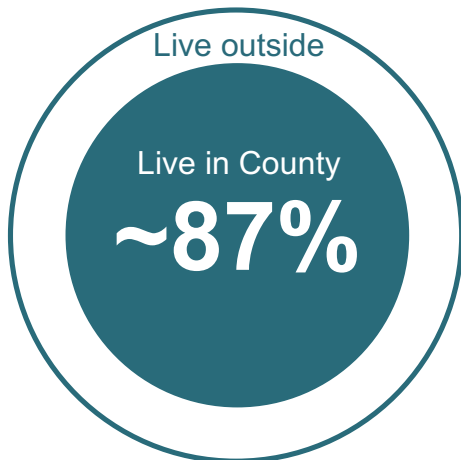
- King County Resident
- Advocates
- Professionals

These personas were initially used to develop the KCE Mobile site in summer-fall 2012. They were refined after the King County web team developed the county-wide personas. They may be further refined following our spring survey.

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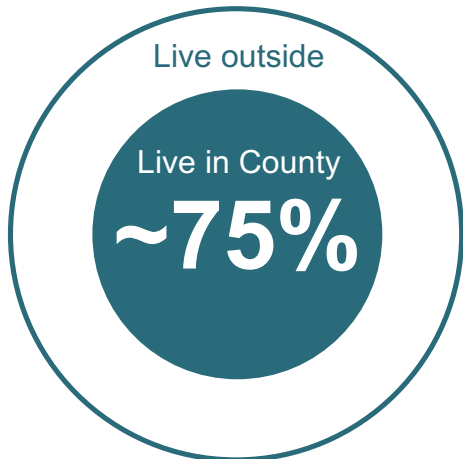
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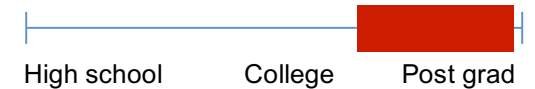
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