

## USER PERSONA

# Resident



**AGE** 37

**JOB TITLE** Manager

**FAMILY** Husband, 2 Children

**LOCATION** Indianapolis /  
Marion County

Analytical

Passionate

Curious

Adventurous

## ABOUT

This Indiana Resident has been in communications for ten years, and works for a medium sized enterprise in a managerial position.

She loves to problem solve, create innovative solutions, and improve efficiency and productivity. She manages important clients for the company and oversees major projects by managing small teams.

## GOALS

- Wants to increase efficiency in her day to day routine.
- Wants to spend as much time with her family as possible, while increasing performance at her job.

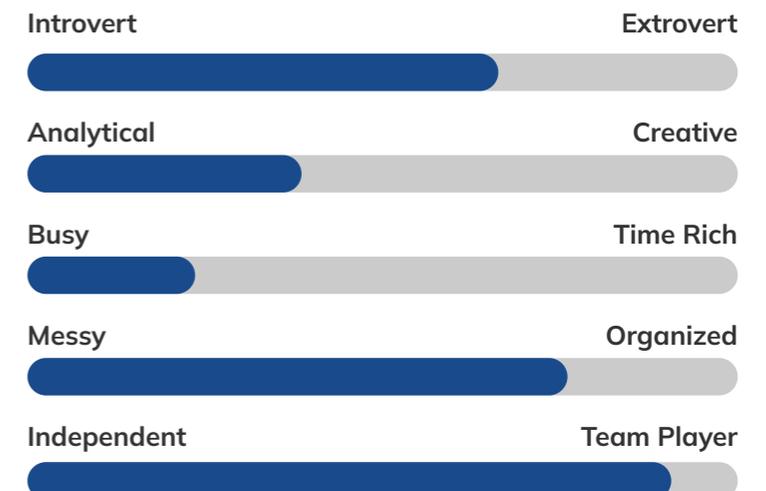
## PAIN POINTS

- Does not like it when a task takes longer than is necessary.
- Cannot locate the information she needs in a short period of time.
- Does not like queues and excessive amounts of time waiting.

## NEEDS

- Finding Tax Information
- Finding a place to renew Driver's License and License Plates
- Find more information about local childcare

## PERSONALITY



## USER PERSONA

# Visitor



**AGE** 29

**JOB TITLE** Video Producer

**FAMILY** In a Relationship

**LOCATION** Indiana Dunes /  
Porter County

Risk Taker

Free Spirited

Determined

Motivated

## ABOUT

This Indiana Visitor is a freelance Video Producer working remotely from his home in his Recreational Vehicle. He travels a lot, and works during production and post production phases in film, TV and video projects.

## GOALS

- Wants to find places and people that give him new life experiences.
- Wants to improve his food quality and find unique restaurants.
- Looking for interesting ways to give his work more meaning.

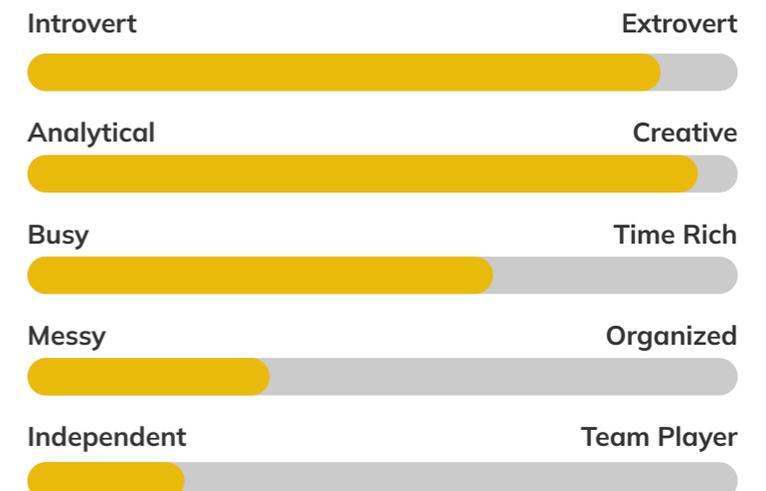
## PAIN POINTS

- Using regular mail to receive information or collect materials.
- Keeping track of tasks and information on locations.
- Submitting information to a central location for his team to see.

## NEEDS

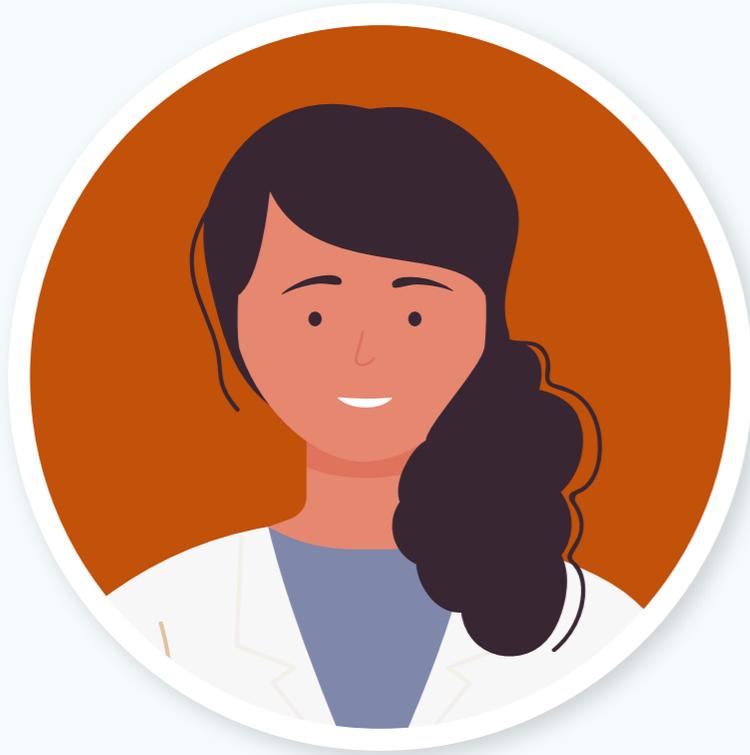
- Finding more information about campgrounds and RV parking.
- Information about Indiana attractions to find film set locations.

## PERSONALITY



## USER PERSONA

# Business Owner



**AGE** 47

**JOB TITLE** Owner

**FAMILY** Husband / No Children

**LOCATION** Ft. Wayne / Allen County

Organized

Smart

Kind

Reliable

### ABOUT

This Indiana Business Owner is a local Dentist that owns her own private practice. She spends a lot of time at work building her business, and manages all of the day to day of her employees and patient appointments. She spends a lot of time coaching her hygienists to create a thriving clinical practice.

### GOALS

- Improve her patient relationships and assure hygienic standards.
- Provide a productive and healthy work environment for herself and her employees.

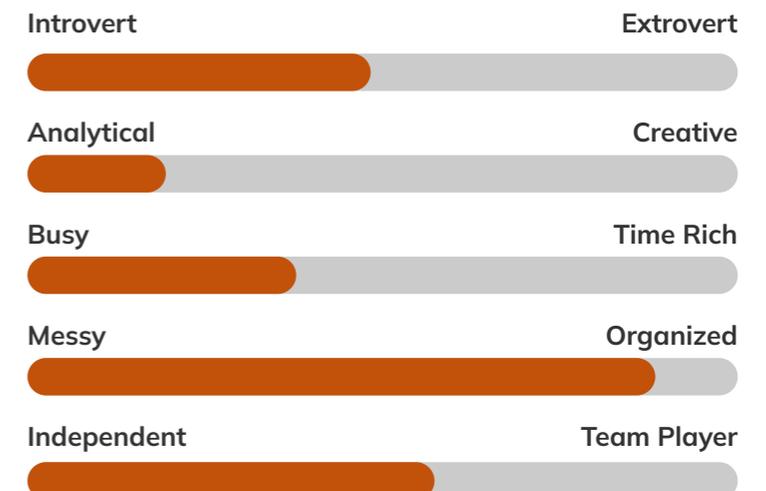
### PAIN POINTS

- Doesn't like dealing with building problems.
- Doesn't want to spend time or money on filing or dealing with her business taxes, prefers finding solutions that she can manage herself.

### NEEDS

- Find important licensing information specific to a Dentistry practice.
- Information on meeting tax requirements for herself and her employees.

### PERSONALITY



## USER PERSONA

# State Employee



**AGE** 39

**JOB TITLE** Program Coordinator

**FAMILY** Wife / 3 Children

**LOCATION** Greenwood /  
Johnson County

Intelligent

Energetic

Hard Working

Practical

## ABOUT

This Indiana State Employee is Program Coordinator for a children's early education program. He is responsible for keeping the Director of Education informed about program enhancements and their impact.

Since his reports have an impact of decision making and program funding, he is looking for better ways to manage and present his data.

## GOALS

- Improve efficiency of program schedules and program growth development.
- More effectively monitor implementation of program policies and practices.

## PAIN POINTS

- Coordinating staff work assignments and communication.
- Overseeing program budgets, tracking payments, and other financial transactions effectively.

## NEEDS

- Information on Laws and Administrative Code in his area.
- Information on Educator Talent, Quality, and Value.

## PERSONALITY

