





PERSONA SET – Grampians disAbility Advocacy Association Inc. (GdAA).

	Primary User			
				
NAME	Frank	Pat	Kathy	Josie
ROLE	Client	Care-Giver (Family)	Agency	GdAA Office Admin
ATTRIBUTES	Male 40-50 years old Interested Committed to a cause Will contribute info/ideas Pension-only income (lower socio economic group) Was in a motorbike accident 20 years ago – is wheelchair bound and has low vision in one eye	Female 60+ years old Isolated Looking after Frank full-time Gets carers pension Weary – has been looking after Frank for 20 years Aging, can't cope with physical demands and financial burden Worried about the future – “who will take care of Frank when I’m gone?”	Female Works as a Case Manager or a Supervisor (as part of a day-programme or care unit) Disability Service Provider (NGO) 30-40 years old Trained in disability care or similar qualification High committed, but not empowered Very caring Not politically aware	Female Works 10hrs/week 50+ years old Hard worker Motivated Uses MS Office, spreadsheets, email
ACCESSIBILITY CHALLENGES	Vision and physically impaired Highly intelligent but struggles with simple tasks	Aging vision Not computer savvy	Unlikely Can browse the web, but not computer experts	Slight vision impaired Injury in left-arm (uses right arm for computer mouse) – can slow her down
USAGE SETUP	Older PC (over 2 years old) Windows XP / IE6.0 CRT - 1024x768 56k Dial-Up	Older PC (over 2 years old) Windows XP / IE6.0 CRT - 1024x768 56k Dial-Up	Modern PC (under 2 years old) Windows XP / IE7.0 LCD - 1024x768 Broadband	Modern PC (under 2 years old) Windows XP / IE6.0 LCD 19-inch - 1024x768 Broadband
FREQUENCY OF USE	High - housebound	Occasional (when an issue arises)	Occasional (about once a month)	High (weekly)
MOTIVATION FOR VISITING SITE	Need help with an issue (e.g. wants to lay a complaint against his health provider) Making connections with info and people	Needs assistance or equipment for Frank (e.g. wheelchair parts) Needs help with an issue (e.g. power is going to be cut off) Needs respite services (needs a break!)	Case management – seeking an advocate for their client Noticed an issue with client, want to help and not sure how. Likely to search for ‘disability advocacy’ or similar terms in order to find GdAA.	Is the content administrator
GOALS	Resolve issue - get help Finding other people with disability in their area Share stories/issues with GdAA	Resolve issue - get help Finding other carer groups in their area Share stories/issues with GdAA Get a break, but continue to care for Frank (but with more assistance)	Get help for her client Fulfil obligations from their funding bodies (they're obliged to work with groups like GdAA) Want to find out more about advocacy (educating themselves) Get education/assessment from GdAA	Keep website up to date Answer website inquires Maintain members Create and disseminate newsletter
NEEDS FROM SITE	Contact us form Examples/stories of advocacy Join Find people in his area Find info by topic Find info by issue type Links to other sites A way to speak to Govt (to be heard)	Reassurance Issue Help/Ideas/Tips Contact us form Send us your story or issue Examples/stories of advocacy Join Find info by topic Find info by issue type Links to other sites A way to speak to Govt (to be heard)	Information about Advocacy What GdAA do specifically – and how GdAA can help them Find support services	Ability to add/update content Ability to view/add/delete members Ability to answer website queries
RELIANCE ON SITE	High (makes them feel connected with the outside world)	Usually low, but high if there's an immediate issue.	Medium	Medium
USAGE SCENARIOS	Frank can't easily access the local library in his wheelchair because it doesn't have ramps – he wants help to lay a complaint to the local council but feels intimidated. He uses GdAA to notify them of the issue.	Due to her degrading vision Pat has just lost her driver's license and can no longer ferry Frank to appointments. She wants to know if she can get a taxi-allowance and visits the GdAA website to see if it contains any information about travel arrangement for disabled people.	Kathy has been working as a Case Manager for Frank for several years and admires his tenacity in ensuring the local council lives up to it's obligations for disabled citizens. She wants to encourage others to do the same and submits a story about Frank's achievements to the GdAA.	Josie receives an email from Kathy containing her story about Frank. She thinks this is a great read and contacts Kathy to ask a few more questions. She makes a few edits to the story and then uses the GdAA website admin to post the story to the website.
THIS PERSONA ALSO REPRESENTS USAGE PATTERNS OF...	Deaf Physically impaired Intellectually impaired Learning impaired (Poor Reading)		Service Provider Supervisor	