Personas & User Profiles Working Group Proposal
A Working Group Reporting to WebOps
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**Personas & User Profiles – A Quick Overview**

Personas are fictitious users developed using information gathered through user research. They are a practical approach to understanding the needs of key target audience and keeping user perspectives in mind throughout web development. A persona needs to cover a few basic areas:

- Name
- Demographics
- Goals / Needs
- Abilities / Devices

The development of personas leads to the development of a thorough set of user profiles. User profiles are high level user groups with shared goals and needs. It is recommended that 3-5 user profiles be developed, and no more than 12.¹

Personas and user profiles support the design and development process. It helps to guide decision-making by allowing preliminary testing of how decisions will affect these users. Personas require low amounts of effort, time and costs in comparison to gathering feedback from users for each decision.

**Working Group Goal**
Create personas and user profiles for representative user groups for campus, and in particular, the Library. This will support the website redesign and CMS implementation projects.

**Working Group Deliverables**
The Group will:

- Update list of user groups
- Define needed personas
- Create personas for main user groups
- Develop user profiles
- Develop recommendation for ongoing persona development

Scope Note: The Group will only be intended to look at high level personas shared across campus.

Working Group Timelines and Time Commitments
The Working Group will begin in February 2013. It will complete its deliverables by June 2013. Time commitments will be:

- 3 hours training time
- 2 hours of meeting bi-weekly
- Up to 3 hours of working time in between meetings

Working Group Participants
The Group should be composed of staff who have front-line experience, and responsibilities related to the web or communications.

- A member from ISR
- A member from Circulation
- A member from a small Department
- Web & eCommunications Officer from one of the Faculty
- Member of the CPA Digital Initiatives Team or the WCMS

Working Group Lead to be selected from within the membership. Communications Librarian will serve as a consultant.

Recommended Training
The group working leader(s) should receive in-depth training on user profiles/personas development. He/she would then create and suggest a framework for how the group might create user profiles/personas, and provide brief, in-house training for group members.

In-house training should include:

- One-pager describing what user personas/profiles are that is given in advance of the first meeting
- Review usability results from Library’s usability study
- Exploring the delineated framework and “how-tos”