

## **Audience personas**

Personas are based on real users. They help you understand who will be using our service, they can be used to make key design and functionality decisions during the UX process. They are the first step in creating user journeys.

### **Alice**

Alice is in her mid – 40's

Lives in Maryhill, Glasgow a community in the 1st / 2nd most deprived decile (SIMD).

She is married and has 2 children, both of primary school age.

She is a self-employed dog walker which generates an income and she also uses her job to manage her bipolar disorder.

She has a house and car.

She slipped while walking with dogs and damaged her back. This means she now cannot work and as she is self-employed she does not have enough income to cover her living costs.

Her husband still works full time.

She has a basic transactional experience of using web-based services.

She has a smart phone with limited data.

She attends a foodbank to help her family live.

She is not part of local community groups or community councils.

She is not aware of the scale and type of organisations and services that can help her with her financial situation or mental health condition in Maryhill area.

### **Mark**

Mark is a coordinator at a local community foodbank.

He knows some of the people attending the foodbank in terms of background and reasons for attending foodbank.

His foodbank is located in Glasgow in a community in the 1st / 2nd most deprived decile (SIMD).

He coordinates a number of volunteers who help people with emergency food.

He has very little capacity to talk to people himself apart from general introductory chat.

The volunteers he coordinates have very little capacity to engage in meaningful conversation apart from general introductory chat.

He has to ensure that between 35 - 50 people obtain emergency food in a 2 hour time window.

He is open to other organisations and services coming into the foodbank to support the people who need emergency food but has no capacity to support.

He or his volunteers do not have the capacity to signpost people.

He does not have a physical list/folder that he can use to "signpost" people to place that they may access support.