



# Who are your users? Using personas to design innovative services

IFLA Pre-Conference of the Library and Research Services for  
Parliaments Section  
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## The Library of Parliament's challenge

- Need to design a new website for internal parliamentary users
- User-centred design approach



### 3 Who are your users?

## Client groups → Users

- **Title based:** Senator; member; their staff; Senate/House staff; Library staff; Press Gallery, Other organisations supporting Parliament
- **User classes:** Internal expert user; Internal non-expert user; External expert user
- **Personas:** James; Ricardo; Julie



#### 4 Who are your users?

## What are personas?

- Personas are fictional characters, or stand-ins, for real people. They help turn the generic labeling of *users* into identifiable people that share similar behaviors, goals, attitudes, and work environments. At the same time, they help us avoid the common trap of designing for ourselves or for stakeholders.
- It is too easy to make statements about what *users* want, what *users* do, and what *users* prefer. Because *user* is so undefined and broad.
- Personas are used to build a common understanding of and empathy for different types of *users*.



## How are they created?

### Identify patterns and turn these into personas

- Extract observations from your research about attitudes, behaviours, context, and activities.
- Cluster observations into relevant categories.
- Scan categories for findings and group them by asking, “Which other findings seem to always occur with this one? And which seem to never occur with it?”



## Give them life and put them to work

- Give each persona a name, photo, and quote to make them more memorable.
- Develop your personas using details from your research, such as goals, pain points, influencers, application use, learning style, and skill and knowledge level.
- Put the personas to work. When discussing design options or making decisions about language or content, when testing the resulting pages, continually ask, "**What would this person do?**"



## RICARDO - RESEARCHER

*"I can't do my job without access to authoritative information quickly and easily."*

Ricardo is a 32-year old Researcher. He spends most of his time researching and writing documents for his clients, as well as providing advice and consultations. He requires quick access to information on specific topics, legislation, and current affairs to complete his work. His information must be accurate and of the highest quality as it is used by clients to inform them when they make critical decisions.

YEARS ON THE HILL

5

HOW HE CONNECTS WITH LIBRARY

Email, website, phone

SOCIAL MEDIA USAGE



WORKDAY

8-5

PRIORITY

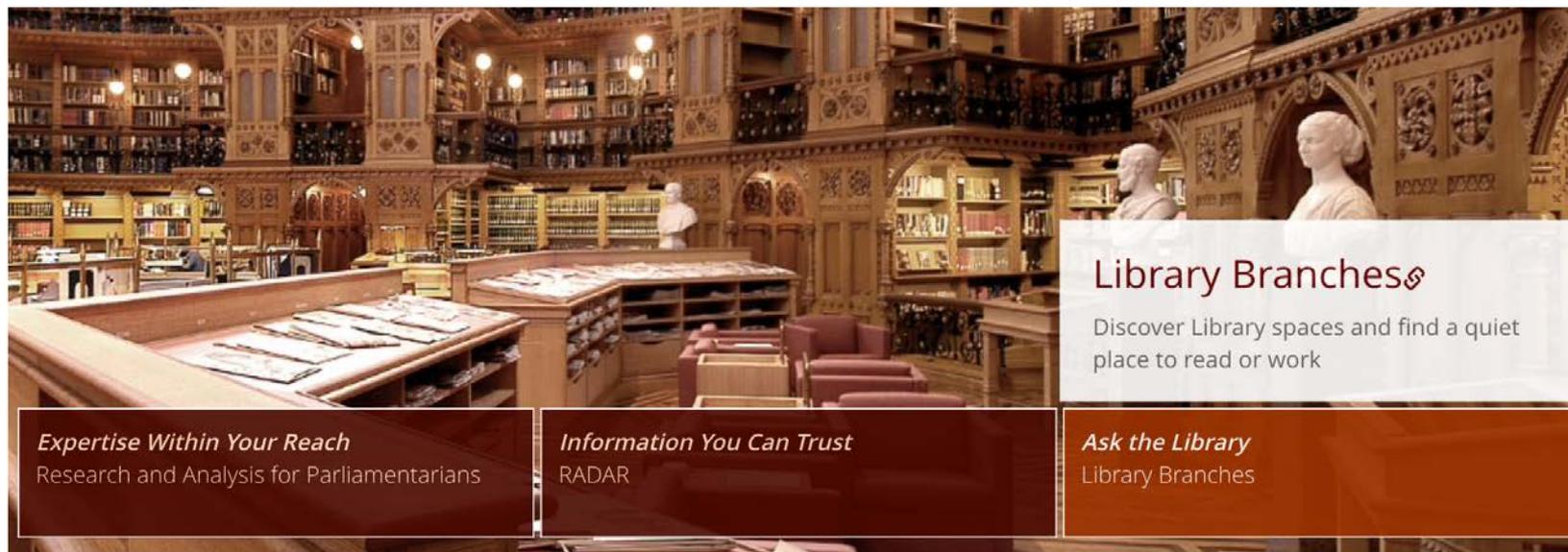
PRIMARY

TASK	TOOLS	DEVICE	FREQUENCY	LIBRARY SERVICES USED
Writes research documents, suggested questions, publications, and briefing notes	<ul style="list-style-type: none"> <li>› Electronic Resources</li> <li>› LEGISinfo/Legislative Summaries</li> </ul>			<ul style="list-style-type: none"> <li>› LEGISinfo</li> <li>› Legislative Summaries</li> <li>› NewsDesk</li> <li>› Electronic Resources</li> <li>› ParlInfo</li> <li>› Research and reference services</li> </ul>
Background research on specific subjects of interest, individuals, and current affairs	<ul style="list-style-type: none"> <li>› ParlInfo</li> <li>› LEGISinfo/Legislative Summaries</li> <li>› Electronic Resources</li> </ul>			<ul style="list-style-type: none"> <li>› Quorum</li> <li>› Alpheus</li> <li>› PBO reports</li> <li>› Library Seminars</li> <li>› RADAR</li> <li>› Media resources</li> <li>› ParlCat</li> </ul>
Attends parliamentary committee meetings	<ul style="list-style-type: none"> <li>› Parl.gc.ca</li> <li>› Committee websites</li> </ul>			<p><b>OTHER SERVICES USED</b></p> <ul style="list-style-type: none"> <li>› Newsfeeds and aggregators</li> <li>› Parliamentary publications</li> <li>› Committee websites</li> <li>› Government of Canada websites</li> <li>› Specialised databases</li> <li>› Think tank websites</li> <li>› Intratel</li> <li>› Google</li> <li>› Wikipedia</li> </ul>
Monitors media	<ul style="list-style-type: none"> <li>› Twitter</li> <li>› RSS</li> <li>› NewsDesk</li> <li>› Electronic Resources</li> <li>› Blogs and forums</li> </ul>			<p><b>OPPORTUNITY FOR THE LIBRARY</b></p> <ul style="list-style-type: none"> <li>› Mobile and tablet friendly access to web products</li> <li>› Custom alerts</li> <li>› Online access to Sessional Papers</li> </ul>
Borrow books or other materials from the Library	<ul style="list-style-type: none"> <li>› Library catalogue</li> <li>› IntraParl Request portal</li> <li>› E-books</li> </ul>			



## 8 Who are your users?

Research Resources   News and Media   Learning   Visitors and Outreach   Services   Browse by Subject



### Library Branches

Discover Library spaces and find a quiet place to read or work

#### Expertise Within Your Reach

Research and Analysis for Parliamentarians

#### Information You Can Trust

RADAR

#### Ask the Library

Library Branches

How do I ...



### Borrow from the Library?

Use the [Library Catalogue](#) to browse our collections and to borrow items. Ask the Library how we can help.

[Show more](#)

## Stay Connected



Create a NewsDesk alert  
(registration required)

## Legislative Information

[LEGISinfo - Bills before Parliament](#)

[Legislative Summary of Bill C-11: An Act to amend the Copyright Act \(access to copyrighted works\)](#)



## Benefits of using personas

- Primary users are the focus
- Build empathy for each persona
- Web designers and content producers are not the target audience
- Test and prioritize key features in a realistic way
- Language and labelling are addressed to appropriate audiences
- Needs and goals take priority over system features and capabilities



## Other persona applications for the Library of Parliament

- Redesign of a branch library space
- Public website
- Parlinfo database



## Further Reading about personas

### UX Resources – Personas

- **7 Core Ideas about Personas and The User Experience**

Jeff Sauro • July 31, 2012

<http://www.measuringu.com/blog/personas-ux.php>

- **Creating Personas**

June 9th, 2015 June 9, 2015

Written by Eeva Ilama

<http://www.uxbooth.com/articles/creating-personas/>

- **Introduction to User Personas**

Posted on [June 27, 2013](#) by [UXLady](#)

<http://www.ux-lady.com/introduction-to-user-personas/>

- **Personas**

<http://www.usability.gov/how-to-and-tools/methods/personas.html>