


PERSONAS & USER FLOWS

PERSONA 1




Adam
Engineer, 40 years old

ATTRIBUTES

- Tech-Savvy
- Busy but dedicated
- Concerned about pay scale and career growth

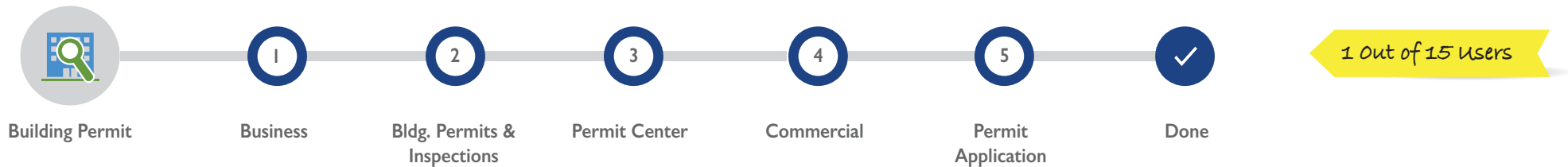
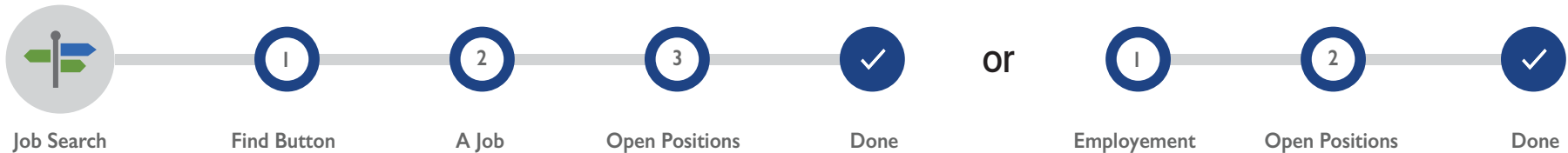
GOALS

- Find a job
- Building permits for remodeling projects




“I would call this number for more instructions on construction permits”

POPULAR USER'S JOURNEY



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PERSONA 2



Julie
Registered Nurse, 31 years old

ATTRIBUTES

- Comfortable w/technology
- Busy mother of 2
- Responsible

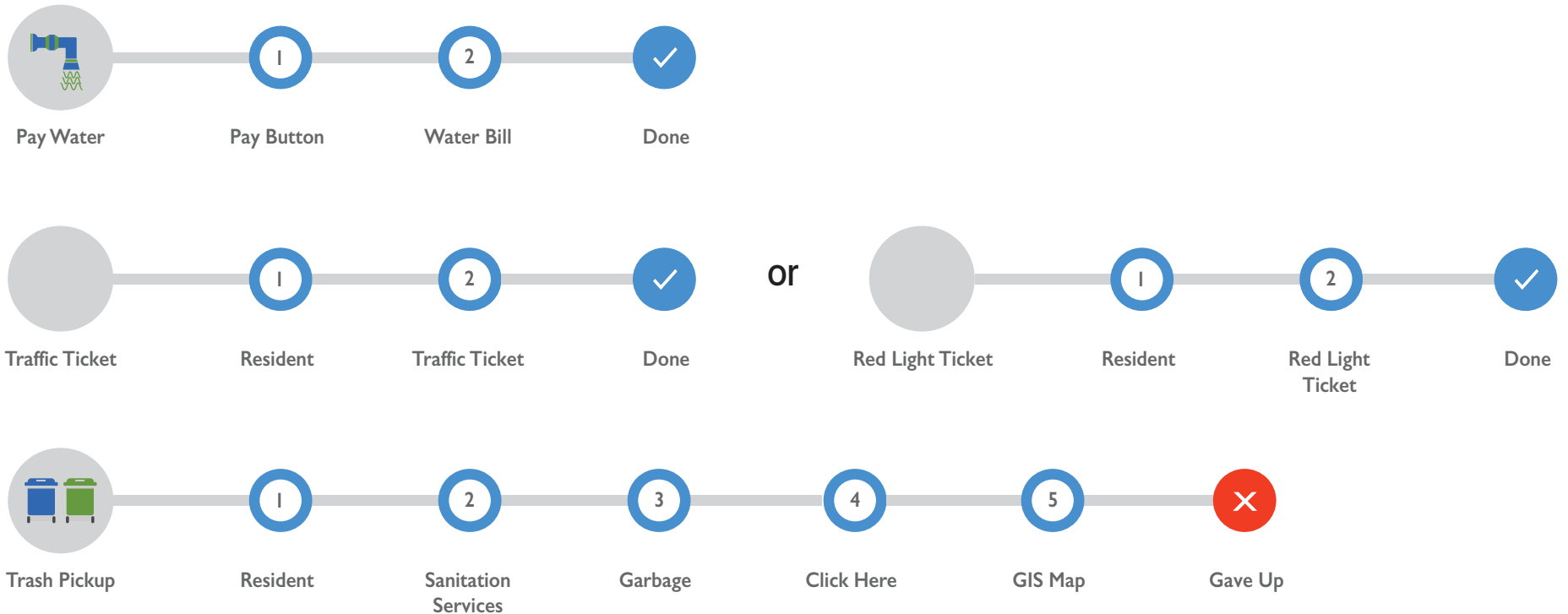
GOALS

- Pay water bill
- Resolve an occasional traffic ticket
- Find trash pickup schedule

\$


“The pay water link was very easy to find”

POPULAR USER'S JOURNEY



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PERSONA 3




Steve
Gov. Employee, 55 years old

ATTRIBUTES

- Average skill level
- Frequent our website
- Knows our terms
- Busy but dedicated

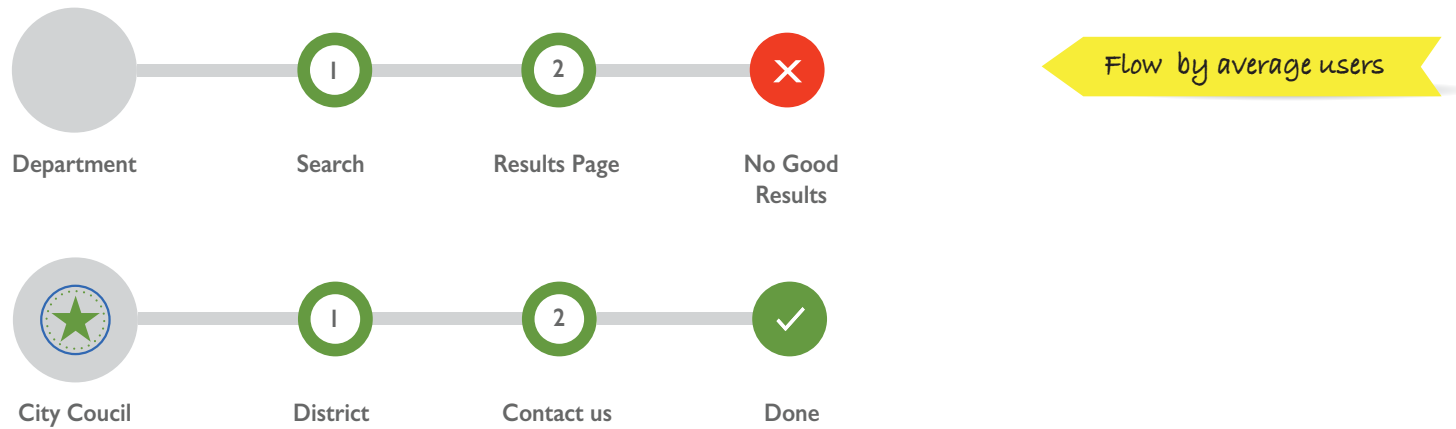
GOALS

- Finding Departments
- News on City Council
- Curious about other jobs within The City of Dallas.




“I’ve worked with that department in the past”

POPULAR USER’S JOURNEY



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PERSONA 4

	<p>ATTRIBUTES</p> <ul style="list-style-type: none">• Low skill level• Attends council meetings• Bad vision• Complainer and Impatient	<p>GOALS</p> <ul style="list-style-type: none">• Access council agendas, briefings, and city member's sections.• Interested in news and politics	<p><i>"I love to get involved and voice my ideas and concerns"</i></p>
<p>Sandra Retired Citizen, 64 years old</p>			

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