Inside LMS

LMS Communication Website
2007

PERSONAS

About Personas
Personas are fictitious characters created to represent the different types of users who might use a website or application. Personas are given characteristics based on users' requirements so that these characteristics can be considered when creating an application or website. Characteristics include the context of the working environment, users' goals, obstacles, abilities, outside influences, etc.—anything that bears upon the way a user interacts with the website or product. Designers and developers use these details to guide their decisions as they create the interactive product.

Benefits of Personas
- Users' goals and needs become a common point of focus for the team--personas help team members share a specific, consistent understanding of various audience groups.
- The team can avoid the trap of building what users ask for rather than what they will actually use. For example, by always asking, "Would Bob use this?", features can be prioritized based on how well they address the needs of one or more personas. Personas help prevent design and development decisions based on generalized assumptions and vague conjecture about the target demographic.
- Personas provide a human "face" to establish empathy and focus it toward the persons represented by the demographics.
- Conflicting design decisions can be sorted out by referring to the personas.
- Designs can be constantly evaluated against the personas, thus delivering focused products into usability testing.
- Personas are instrumental in helping share with teams and stakeholders the direction the design and development is taking; the decisions by the design and development teams are far more understandable for the stakeholders when positioned in context of personas.

Inside LMS Personas
USER

Tanya Granger Assistant Manager-Medical Supply

Tonya Granger
Assistant Manager - Medical Supply
- Age 45, African-American
- Associates degree in business
- Married, 2 children, 1 grandchild
- Comfortable using a computer: inventory management software; personal communication
- T1 in the office; dial-up at home--only occasionally on line for email purposes

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Key attributes:
- Faithful to workflows and processes; concerned about quality of work
- Independent thinker
- Motivated despite repetitive nature of duties

Use of LMS:
- Mandatory Training
- Optional training on interpersonal process and skills

Notes:
- Her medical center is located in the Midwest.
- She came to her department from business operations where she had been an administrative assistant for 2 years. She has been in her department for 7 years, taking on more responsibility until promoted to assistant manager. She aspires to the manager position.
- She spends her day tracking the supply and distribution of non-surgical medical supplies to the clinics throughout the medical center.
- Experienced 2 software upgrades.
- Frustrated by clinics' sporadic irresponsibility in tracking supply usage and apparent unwillingness to correct the problem.
- Her husband is a foreman at a large printing company in the area; she returned to the workforce after her two children left for college.
- Both Tonya and her husband have occasionally taken courses at the local YMCA in pursuit of hobbies and recreational interests.

Inside LMS Personas
USER

Alan Groebel Pharmacy Technician

Alan Groebal, R.Ph.
Pharmacy Technician
- Age 23, Anglo-American
- Licensed Pharmacist
- Unmarried
- Comfortable using a computer: scanning software and related peripherals, monitoring inventory, scheduling, personal communication
- T1 in the pharmacy; high-speed at home—some online shopping, music downloads, online gaming.

Key attributes:
- Understands importance of attention to details
- Understands chain of command in department
- Can concentrate for long periods (1-2 hours); interruptible though prefers not to be disturbed when handling medication

Use of LMS:
- Mandatory Training
- Optional training on VA relations, service

Notes:
- His medical center is located in New England.
- This is his first job after completing college; he interned at a hospital pharmacy in his final year.
- He spends his day filling prescriptions, his primary duty; he is behind the scenes and does not interact with customers. He is willing to adapt his daily schedule in order to juggle several different weekly meetings.
- He sees his work as an important job, though not necessarily as a service to veterans.
- He stays physically fit, likes movies, and participates in several pharmacy-related online discussion groups.
- He rents an apartment.

**Inside LMS Personas
USER**

Michael Hoskins Volunteer - Library Assistant

Michael Hoskins
Volunteer – Library Assistant
- Age 67, Anglo-American
- Retired Veteran
- Married, 3 children, 5 grandchildren
- Not comfortable using a computer: some familiarity with navigating MyHealtheVet and the VA homepage
- Computers in library are T1; no computer at home

Key attributes:
- Passionate about helping fellow veterans in their library activities
- Understands the organization of the library and why processes have been established
- Patience with irritable or disoriented medical center patients

Use of LMS:
- Mandatory Training
- Optional training on Microsoft products

Notes:
- His medical center is located in Florida.
- He has been volunteering for 5 years, the last 2 almost full time.
- He retired 2 years ago from his job as a bus driver.
- His position during his 8 years as a petty officer in the navy was dispersion clerk (record keeper)—naturally, he feels comfortable in the library.
- He reports reliably and on-time for his volunteer work in the library; the library was his first assignment and he had been working there since.
- Does not necessarily understand the role of the larger volunteer services org.
- He stays physically fit, likes cooking and yard work. He and his wife socialize with other couples, often over card games.

Inside LMS Personas
USER

Graciella Navarro Physician – Vascular Specialist

Graciella Navarro, MD, RVS
Physician – Vascular Specialist
- Age 42, Latin-American
- Consulting Specialist, Surgeon
- Single, 2 children
- Comfortable using technology: medical equipment, microsurgery tools
- Uses general PC tools at work for scheduling, personal communications; T1 in hospital, high-speed on two CPUs at home-online shopping, children's homework, medical and cultural research

Key attributes:
- Measured approach to both medical problems and interpersonal mediation
- Works well on as a team member
- Understands the political dynamics of a veterans medical center

Use of LMS:
- Mandatory Training
- Optional training on time management

Notes:
- Her medical center is located in Texas.
- She was in residence in southern California and has worked in several other VISNs before settling in Texas.
- Interested in promoting her specialty for specific patient demographics (i.e. diabetics, geriatrics).
- Intolerant regarding carelessness and laissez-faire attitudes-works to address source of problem.
- Not interested in leadership roles (other than working with interns and assistant medical staff).
- She spends approximately 50% of her time consulting and in case studies, 50% in surgery.
- Fluent in Spanish; she is keenly interested in history and in her heritage.

Inside LMS Personas
USER

Dale Faulb Maintenance & Engineering

Dale Faulb
Maintenance & Engineering
- Age 55, Anglo-American
- Specialist - Carpenter
- Single, no children
- Not comfortable using computers
- Uses a PC at work for mandatory training once a year; no computer at home

Key attributes:
- Carefully considers decisions before taking action (i.e. measure twice, cut once)
- Respects hierarchy in his department regardless of another's experience or ability
- Works well independently or as a team member with other maintenance & engineering specialists
- Approachable and helpful to veterans, patients, and visitors while working in the medical center

Use of LMS:
- Mandatory Training

Notes:
- His medical center is located in the northwest.
- He was a private contractor in the northwest until he was hired by the VA 17 years ago.
- He's at his terminal position for next 10 years until retirement.
- He has a well-equipped workshop at home and keeps up on current tools and techniques.
- Shops through printed catalogs and at regional equipment outlets.

**Inside LMS Personas
USER**

Mayfa Rylands Loan Officer

Mayfa Rylands, MBA
Loan Officer
- Age 40, American
- Loan Officer – Private Lending
- Married, 3 children
- Comfortable using computers
- Uses general PC tools at work for scheduling, personal communications; T1 in lending institution, high-speed at home- children's homework, online shopping, email.

Key attributes:
- Approaches challenges willingly
- Task oriented
- Explores all sides of an issue before making decisions
- Feels accuracy and fairness are paramount

Use of LMS:
- Mandatory Training
- Optional training on VA's healthcare process and IT initiatives (i.e. MyHealth_e_Vet)

Notes:
- Her lending institution is in New York.
- She deals with loans across a spectrum of client demographic and income.
- Has been connected with VBA for 18 months and is only recently feeling comfortable with the processes and culture within the VA.
- Understands larger goals to which her tasks contribute; understands the strategy required to meet those goals.
- Husband is also in the finance sector; they take a family vacation every year.

Inside LMS Personas
ADMINISTRATOR

Harold Neschler Domain Manager

Harold Neschler, M.Ed
Domain Manager
- Age 40, African-American
- Contractor - Instructional Systems Specialist
- Married, 2 children
- Comfortable using computers
- Uses general and specialized PC tools at work for personal communications and for area of expertise; T1 in lending institution, high-speed at home - online shopping, email, music downloads.

Key attributes:
- Adept at recognizing the key components in broader strategies and larger projects
- Strong communicator
- Leads by example
- Aspires toward earning satisfied learners

Use of LMS:
- Mandatory Training
- Optional training on conflict management

Administration of LMS:
- Domain Manger duties
- Learning Manager duties
- Assignment Manager and Assignment Profile Manager duties

Notes:
- His facility is in Ohio, though he travels 1/3 of the time nationwide.
- His first contract with the VA was for instructional design; a successful high-profile project earned him a leadership position related to the LMS.
- His is a 2-year contract, renewable: this is his third renewal.
- He is a member of local athletic league.
- His wife is middle management in a marketing firm.

Inside LMS Personas
ADMINISTRATOR

Monica Turaco Item Manager

Monica Turaco
Item Manager
- Age 31, American
- Administrative Assistant, VBA
- Married
- Medium-level comfort using computers
- Uses limited PC tools at work for reference, personal communications; T1 in VA facility, dial-up at home – email, news.

Key attributes:
- Follows direction well - Attention to details
- Task oriented
- Professional demeanor
- Aware of limitations

Use of LMS:
- Mandatory Training
- Optional training on VA's healthcare process (i.e. MyHealtheVet)

Administration of LMS:
- Item Manager duties

Notes:
- Her office is located in the central time zone.
- Her primary duties focus on assisting the office manager: copying, filing, scheduling meetings, etc.
- She has been in her position for 4 years; she feels she can handle more responsibility and sometimes volunteers to take on extra tasks.
- Her job requires no travel; she has not attended any conferences or been exposed to the wider VA landscape.
- She and her husband spend one-to-two nights a week participating in individual-interest social clubs (bowling league, book club, etc.).