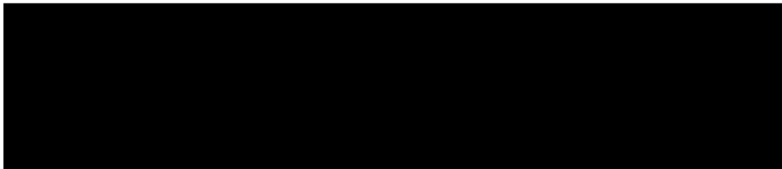




User Personas

Presented by 



Introduction



Purpose

The purpose of this document is to provide a realistic representation of the key audiences of [REDACTED] website. Each persona is based on insights from focus groups with internal stakeholders and survey responses from advisory members, service providers, and end users.

Audiences

The key audiences of [REDACTED] website are listed below and are described in greater detail in the pages that follow.

1. Individuals and families in need of financial assistance (food, housing, employment)
2. Individuals and families who are parents, foster parents, guardians or caregivers of someone who receives assistance
3. Individuals in need of healthcare coverage
4. Individual who have been diagnosed with a chronic illness or condition
5. Individuals with physical or developmental disabilities OR those that care for them
6. Individuals seeking recovery, treatment, or prevention services
7. Individuals interested in careers with [REDACTED]
8. Individual who provide services to program participants
9. Individuals who work in local or state legislation
10. Individuals who work to advocate for those in need of human and/or health services



Persona 1: The father who needs financial assistance to support his family

Michael, Cook



36 years old

Male

Single father with three children

High School Diploma

"I miss my wife so much and will do whatever it takes to make sure our children live the lives they deserve!"

Michael's Biography

Michael is a 36-year old male who is having a difficult time caring for his family. His wife, Alina, passed away last year from COVID-19. Together they have three kids, Avery, Dakota, and Michelle. The death of his wife has had an emotional and financial impact on his family and well-being. Although Michael has worked overtime to financially support his family, he still hasn't been able to pay rent this month and provide healthy meals for his children outside of school meals. With summer break around the corner and his landlord making threats of eviction, Michael is feeling lost and doesn't know what to do.

Needs & Challenges

- Needs to be able to quickly identify available services and programs for rent and food assistance.
- Needs to understand program eligibility and the application process. Information needs to be clear, succinct, and straightforward, so he can quickly scan and act on the information immediately.
- He doesn't have access to a desktop or laptop computer, so information and applications need to be accessible via his mobile device.

Valued Content & Features

- SNAP information (eligibility, application, program policies)
- TANF information (eligibility, application, program policies)
- Mental health resources and services centered on grief
- Child care assistance eligibility information



Persona 2: The individual who has an unhealthy relationship with alcohol

Rebecca, Leasing Agent



28 years old

Female

Single

Associate Degree

"My whole life has fallen apart. Alcohol helps me get rid of the pain and enjoy life."

Biography

Rebecca is a 28 year old female who works full-time and lives by herself. Her partner, with whom she has been in relationship since high school, recently called off their engagement. Since then, Rebecca has turned to alcohol to numb her pain. She finds herself taking two to three shots before and after the work day to get through the week. When the weekend hits, Rebecca is out with friends at local bars and doesn't seem to know her limit. Last weekend, her friends sat down with her to discuss their concerns about her drinking. Although she respects her friends opinions, she's unsure of the severity of her relationship with alcohol.

Needs & Challenges

- Needs information about the signs and symptoms of an alcohol dependency. Although Rebecca's friends have shared their concerns, Rebecca wants expert opinion about alcohol abuse to ensure that her friends accusations are valid.
- Needs someone to support her with recovery. Since the break-up, Rebecca feels lonely and need someone who will support her without judgement of her situation.
- He doesn't have access to a desktop or laptop computer, so information and applications need to be accessible via her mobile device.

Valued Content & Features

- Information on the signs and symptoms of an alcohol dependency.
- Information on how to cope with stress
- Information about anonymous support hotlines



Persona 3: The provider who services individuals receiving medicare assistance

Jason, Community Clinician



47

Male

Married with two children

Doctorate Degree

"Supporting the health of my community is important to me, but it's challenging work!"

Biography

Jason is a 47 year male who is a practicing physician and owner of a local community clinic. Many of his patients are medicaid recipients and as of late his team has expressed concerns about submitting claims and accessing updated billing and policy information. His team primarily contacts the medical division by phone to receive assistance, which tends to involve long hold times or many call transfers to get to the right person. Jason's clinic has had a huge spike in the number of patients his team services, so quick access to information that will minimize the time it takes to process billing and claims is essential to the success of his clinic in serving his community.

Needs & Challenges

- Needs one space to find information on billing codes, claims, and policies. Has had to navigate through various documents to find information.
- Has very limited time to read through dense content. Needs information to be clear and succinct.
- Needs more insight into claim processing status and online billing
- Has a hard time keeping up with updates to processes and needs to be alerted of changes.

Valued Content & Features

- Enrollment information
- Billing codes and guidelines
- Policy manuals
- Service provider handbooks
- Claim submission information



Persona 4: The guardian of foster children experiencing stress and anxiety

Leslie, Actuary



45

Female

Married with two children

Master's Degree

"Every child deserves to feel safe, loved, and supported."

Biography

Leslie is a 45 year old female who recently became a foster parent to Nora and Casey, siblings who lost their biological parents due to alcohol overdose and suicide. Although Leslie and her partner feel accomplished in their careers, they have always wanted to have children and supporting their community is important to them. They want to ensure that Nora and Casey feel safe, loved, and supported. Nora and Casey are showcasing signs of stress and anxiety. Leslie and her partner are in search of strategies for alleviating Nora and Casey's mental health challenges.

Needs & Challenges

- Needs resources on best practices for supporting their foster children
- Needs information on required annual trainings for foster parents
- Has difficulty with finding resources solely for foster parents and their children. Tends to use multiple sources to gather information, but would prefer to a one-stop location.
- Is a first time foster parent and could benefit from connecting with other foster parents for advice and emotional support

Valued Content & Features

- Resources for healthy parenting practices
- Peer communities for foster children and parents
- Services for foster children experiencing mental health challenges



Persona 5: The parent of a child with a developmental disability

Gretchen, Paralegal



29

Female

Two children

Associate's Degree in Paralegal

"I'm doing my best to make sure my child, who has Autism Spectrum Disorder, receives the best care possible."

Biography

Gretchen is the parent of two children, one of whom has severe Autism, and is constantly seeking out services in [REDACTED] that can help ensure her child is healthy and supported, and can stay in their home. Financial obstacles and access are of the greatest concerns for her, and she also would like to have training and resources for caretakers of those with disabilities, because it can be very overwhelming and isolating for parents.

Needs & Challenges

- Needs simple, straightforward information to clarify complex programs and processes.
- Reliant on the ability to self-serve - having to try multiple methods to reach information or take key steps relating to eligibility and application is a significant challenge.
- Desires dynamic information that reflects updates over time, rather than stagnant/static content, including removal of old or outdated information.

Valued Content & Features

- 'One stop shop' for Autism resources
- Gateways or links to services offered in ND that aren't run by the State
- Mental health and other supports for caretakers of those with developmental disabilities.
- Easy and intuitive site navigation



Persona 6: The individual who has a chronic illness that needs up-to-date information and resources on health

James, Retired



66

Male

Married with one adult son

Bachelor's Degree in Agriculture

"The HHS website is one of several resources I use regularly to keep up with my condition and general health, but there is a lot that feels like it is in my way of being healthy."

Biography

James has lived with his chronic illness for many years and has adopted a good regimen for managing his health with his practitioners. He is technically savvy in utilizing online resources, including the [REDACTED] website, for information about this illness and other health-related subjects. Despite being proactive about his condition, he sometimes has feelings of self doubt and bouts of depression relating to the challenges of staying healthy and managing his illness. He is also challenged by his rural setting, and feels he does not have as many health-related resources at his disposal as someone living in a more metropolitan area.

Needs & Challenges

- Living in a rural setting, online resources are crucial - possibly even information dedicated to those in rural settings would be of value
- Positive, encouraging, and comprehensive materials
- Public health information that is especially impactful to those with chronic illnesses, like up-to-date information on COVID in [REDACTED]
- Neutral messaging that does not deviate based on political pressures or priorities

Valued Content & Features

- COVID updates
- Information for those in rural settings, location-based information
- Financial assistance programs including housing/rent assistance
- Easy-to-use and understand benefits, eligibility, application materials
- With interest in a wide variety of subjects, intuitive navigation and helpful cross-linking



Persona 7: The individual who cares for his mother receiving home and community based care

Natalie, Accountant



46

Female

Married with two teenage children

Bachelor's Degree in Accounting

"I'm a bit out of my depth but trying to contribute to the care of my 91-year-old grandmother, who needs in-home support."

Biography

Natalie has begun sharing care of her elderly grandmother with other members of her family, on top of her full-time job and her own household. She is daunted by the challenges of navigating the options for care of her grandmother, who lives at home and needs a growing amount of support. She has been especially concerned with the risk of COVID to her grandmother, as a vulnerable adult, and on other issues associated with aging, including isolation.

Needs & Challenges

- Informative, clear content that she can share with others in the family involved in the grandmother's care
- Information about home care services and ways to move the process of obtaining those services forward
- Proactive and assuring information about staying healthy in the face of COVID, including Paxlovid and treatment options in ND
- A very busy individual with a lot of responsibilities, this person benefits greatly from mobile-optimized experiences and effective site search

Valued Content & Features

- Up to date COVID information, ideally a ND-specific dashboard that helps ND citizens adapt to a world where COVID still looms but we are mostly 'back to business'
- General content relating to aging including how to deal with isolation and socialization challenges for an older adult living in a rural area with long winters
- Diseases and conditions, especially chronic ones
- General healthy living guidance



Persona 8: The individual interested in career with [REDACTED]

Melissa, Addiction Counselor



38

Female

Married with three children

Master's Degree in Addiction Counseling

"I consider it my calling to help people overcome their substance use disorders. I take so much satisfaction in seeing my clients establish healthy, stable lives for themselves."

Biography

Melissa is not a lifelong [REDACTED] but is considering a move from out of state into [REDACTED] and would be seeking a job as an addiction counselor, in support of that move. She's considering [REDACTED] and other states in the region, and uses the HHS site to develop an understanding of the job opportunities with the state of ND as well as other topics related to living and working in [REDACTED]

Needs & Challenges

- Will develop general impressions of the State and of the Department based on the site experience as a whole, but primarily will be seeking out information relating to employment, which is not 'core' to the site's purpose
- Busy and on the go, this individual benefits from content that is optimized for mobile devices

Valued Content & Features

- Dedicated Careers section in a visible, prominent, and intuitive placement
- Ancillary content about job opportunities and qualitative information about work and life in [REDACTED]
- Services and programs information that provides important context about the landscape of these offerings in the state



Persona 9: The State Legislator

Scott,  State Senator



34

Male

Married with one young child

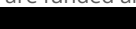
Bachelor's Degree in Engineering

"I take my service to the State of  and to my district, very seriously. I am concerned about a wide variety of health and human service issues impacting my constituents."

Biography

Scott is an enthusiastic young Senator representing District 12. Being a Senator is not Scott's day job; he works as an Engineer at a seed plant. He's a lifelong  and takes his service to his constituents very seriously. He works hard and shows up at community events, making himself available to the people he represents, so that their voices are heard in the State Legislature. Through this engagement, he has come to be aware of several key issues impacting  and preventing them from realizing their full health potential.

Needs & Challenges

- Extremely busy, and in need of easy-to-find and at-a-glance information that supports his conversations with other legislators and the people he serves, including mobile optimization
- Needs to be well-informed, reliant on the information on the site being complete and current, and not outdated or obsolete
- Challenged to 'thread the needle' on many key topics relating to how services are funded and utilized, their success rates, and how  meets its own challenges to improve the health of its communities

Valued Content & Features

- Highlights, promoted content, and other timely / time-sensitive or seasonal content, possibly including COVID-related updates
- Effective and friendly site search
- Impact reports and outcomes data

