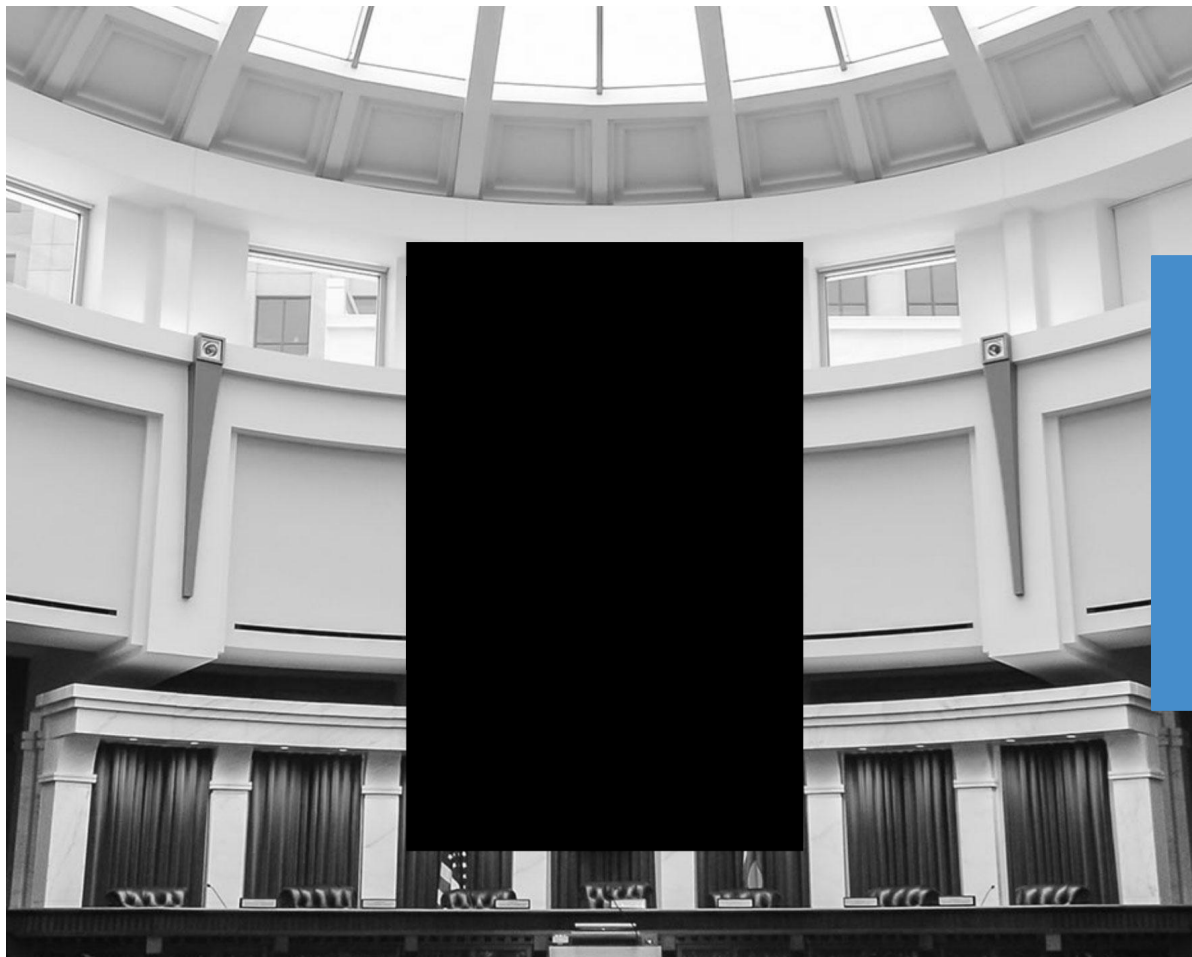




User Personas

Presented by 



Purpose

The purpose of a User Persona is to provide a snapshot of a primary user of a website. Each persona is based on insights from focus groups with internal stakeholders, survey responses from focus group members, and survey responses from end users - as well as other analytical data collected about the site usage, traffic patterns, popular pages, etc.

Primary Audiences / Site Users

The key users of the [REDACTED] website are listed below (in no particular order) and are described in greater detail in the following pages.

1. Appellate Court, County Court, and District Court judges and clerks
2. Attorneys (DA and private) and paralegals
3. Individuals called for jury duty
4. Members of the news / media
5. Members of the general public looking for court-related information
6. Probationers
7. Jury Commissioners
8. ALSO: Internal Users and Administrators



Persona 1: A county judge in a high crime area with very heavy weekly caseload



Barbara (46)

Judge

Female

Married with 2 teen children

Juris Doctor (JD)

"I balance a lot between work and home, and I maintain a strict schedule in order to get my work done and fulfill my professional obligations to my district."

About

Barbara is a 46 year old Judge in a high crime area. Barbara is extremely punctual, responsible, and busy. The county she presides over is large and the caseload is significant, so her court schedule is grueling. Her cases include Juvenile, Criminal, Dependency and Neglect, and Probate. Barbara is very reliant on getting accurate up-to-date information on her cases in order to make her life work.

Needs, Challenges, and Habits

Barbara is adept and quick with technology. She visits the website regularly, knows the particular pages and menu items that she needs, and gets in and out of the site quickly without requiring much support. She values a high level of consistency and succinctness in the website.

Note this type of frequent user is likely to experience initial challenges in adjusting to a newly organized website.

Valued Content & Features

- Judge Administrative Orders
- Current forms
- Court announcements and opinions
- Docket search
- Notification or communication about the site having undergone a refresh

Persona 2: The attorney



Beth (58)

Attorney

Female

Married with two adult children

Juris Doctor (JD)

"I am passionate about bringing and applying strong justice to crime across the state of Colorado."

About

Beth is an experienced attorney with over three decades of experience in the courtroom. She herself has been a victim of crime, once having her home broken into, and her family has a long history with law enforcement. Her mother was a police officer for over twenty years and her father served as a U.S. Marshall. Her knowledge of the law is deep and her commitment to law and order and to the protection of citizens is sincere as well as resolute. She has a no-nonsense demeanor toward perpetrators of crime and violence.

Needs, Challenges, and Habits

Beth benefits from enhanced knowledge about court operations and legal processes compared to a typical layperson. She has limited time and needs to be able to move quickly through the site, aided by an easy-to-use interface and logical functions that support self-service.

Valued Content & Features

- Docket search
- efilings
- Court lists
- Oral arguments schedules
- Court opinions
- Current versions of forms
- Self-help organization of that content
- Court operations details such as hours, court locations, including courtroom contact info (phone and email)
- Searchable PDFs/forms
- Unpublished opinions

Persona 3: A U.S. Veteran with a conflict with upcoming jury duty



Patrick (36)

Veteran, Restaurant Manager

Male

Married with 1 child

Some college work

"I've seen a lot in my life so far. I want to just slow down a bit and raise a family in peace... do good work... and enjoy the company of good friends."

About

Patrick is a 36 year old Veteran / Reserve who has seen and done a lot. At this point in his life Patrick is looking to slow things down and enjoy life more. Patrick works as a manager for a chain restaurant and has to travel a lot to train other managers. Recently Patrick received a letter in the mail calling him for jury duty, but the date falls on a day that Patrick will be traveling out of town for work.

Needs, Challenges, and Habits

Patrick needs information about jury service requirements and details relating to deferring or postponing service. He is quite adept with technology in general, but is largely unfamiliar with the legal system and its terms, so would still benefit from plain language, clear instructions, and functions that help help quickly find the information he's seeking and take the action required for his jury duty postponement.

Valued Content & Features

- Region-based information about his local court
- Clear and quick access to information for jurors including options and processes relating to conflicts with service
- Effective site search
- Contact information for courts



Persona 4: The young journalist who occasionally covers court-related events



Kennedy (24)

Journalist

Female

Single

Bachelor's Degree

"I love the stories that matter - especially those that highlight justice served. Big or small, if it affects people's lives in a big way, I want to know about it and share it with the world!"

About

Kennedy is a young journalist with a passion for her work and an interest in legal proceedings and the cases that impact her community and state. She works extremely hard to establish her reputation as a reliable and sharp journalist, amongst her peers and amongst her readership.

Needs, Challenges, and Habits

Kennedy is most interested in current and dynamic content on the courts website, to stay abreast of updates relating to key cases, court announcements and opinions, and other information required for her to be in the know. She is technically savvy and used to self-service in web-based applications and sites. She is willing to 'chase information down' but benefits from being able to quickly and easily reach information. She is a frequent visitor to the website.

Valued Content & Features

- News and announcements
- Cases of interest
- Docket search
- Court announcements and opinions
- Site search
- Live streaming of court events



Persona 5: A hard-working young man who has had trouble with the law



Samuel (27)

Delivery Truck Driver

Male

Single

High School Diploma

"I try to do the right thing, but I always seem to make the wrong turn."

About

Samuel is a 27 year old male truck driver who's had his share of run-ins with the law. Although Samuel has a solid work ethic, his past delinquencies disrupt his life. Though he has had many incidents with the law and is currently on probation, his job keeps him away from committing serious offenses. Samuel has a "lead foot" and this has led him to incur several speeding tickets and traffic violations. With a stern warning his company has agreed to keep him employed under the condition that he takes care of his outstanding tickets and court date promptly.

Needs, Challenges, and Habits

Samuel needs information presented in plain language, and a user interface that isn't confusing. He needs basic, easy-to-find information aimed at people who need to take action on traffic tickets or other court appearances and requirements. This will keep him from becoming discouraged or quickly frustrated with the process of trying to navigate the legal system.

Valued Content & Features

- Online pay bill server
- Docket search
- Probation-related content
- Information about resolving traffic violations in his area
- Courthouse location and related information
- Self-help and forms



Persona 6: An older retiree who owns a rental property



Tran (72)

Retired

Male

Widowed, 2 adult children

HS Equivalent

"I try to be a good landlord and maintain my rental property well, however I sometimes have issues with my renters that force me to take action, due to destruction or major lapses in payment."

About

Hans is a 72 year old man. In his retirement, for income, he rents a property to long-term renters and is learning about the ins and outs of landlord/tenant issues firsthand. He has had the occasional issue with tenants causing destruction or failing to pay rent for months on end, and is concerned about his ability to continue to collect this valuable income on his rental property as well as the potential costs of wear on his property.

Needs, Challenges, and Habits

Hans is less comfortable than some users with web-based interfaces, but values the ability to access information at his fingertips. He is often anxious when on the website, due to stress relating to his conflicts with his tenants. He would like to stay out of court and resolve the issues directly but needs to understand the appropriate procedures and steps involved in eviction proceedings and other landlord/tenant issues.

Valued Content & Features

- Easily identified and found self-help content and forms relating to property ownership, especially rental situations
- Clear information about forms and steps he should follow
- Regional court-related information
- Effective site search
- Plain language and succinct text content



Persona 7: A probationer



Jameson (55)

Construction worker

Male

Single

Some College

"I need to get through this probationary period, because my family depends on me. I just want to do my job, take care of my family, and do what is needed to comply with my probation."

About

Jameson recently pleaded guilty to a crime and was given a sentence of probation. He hasn't had probation before and is still getting used to the requirements, how to contact his probation officer, and what the limitations may be.

Needs & Challenges

- Exclusively uses his phone for accessing the internet, is commonly 'on the go'.
- Is not extensively educated or academically strong, but does have some familiarity with court language and procedures.
- Is the primary caretaker for two children; needs to remain compliant with probation requirements.

Valued Content & Features

- Clear probation-specific information and menu items
- Effective site search
- Probation FAQs
- Mobile responsiveness
- Plain language
- Probation officer contact information, and other help options including contact information and other methods to obtain hands-on support from Colorado Judicial



Persona 8: A jury commissioner



Andrea (50)

Jury Commissioner

Female

Single

Bachelor's Degree

"Have worked for the Courts system for a LONG time and I know the jury system in and out. I enjoy my work with Colorado Judicial but see a lot of the same problems recur."

About

Andrea is a jury commissioner for the [REDACTED] a post where she has served for several years. She creates the master juror list for her assigned district, issues summonses, and helps jurors respond to summonses. She and her colleagues respond to a lot of customer support needs from jurors as well as from employers.

Needs & Challenges

- Very knowledgeable about the courts system, but annoyed at times when the website doesn't adequately communicate the expectations, or when people can't find it even if it is communicated
- In a partly public-facing role, so faces pressure relating to having quick and accurate information, etc.
- Faces the same questions repeatedly
- Has a large workload and a lot to keep track of
- Reasonably adept with technology and used to using web-based interfaces

Valued Content & Features

- Jury service certificate
- Forms such as jury postponement and disqualification
- Jury reporting schedules
- Juror FAQs
- Clear information about juror requirements and processes including jury screenings and reporting instructions

