

DS Website Personas

Goal: To create personas for those who use EDW to have the website facilitate information to EDW and other tools such as BI Portal

Questions to be answered:

- What it is
- What's available
- Where is it
- How do I use it

Tasks:

- Go to website to run/browse reports
- To learn/get resources to get better at EDW
- To learn what EDW is
- To find other tools

Persona 1: Sally

Sally is the Director of Operations of the Biology department. She is in charge of day-to-day operations and course planning. She has been working as the Director of Operations for around 5 years. She works with the department's shadow system, Excel, and the EDW. She is not very tech savvy, but has run and analyzed a report before.

Scenario 1: Find and Run Reports

Sally needs to plan out courses offered from the Biology department next quarter. She has questions that need answering. Her questions are:

- Do the courses overlap in time?
- What time are the courses offered?
- Do we need more sections?
- Do we need rooms?

Sally thinks that she may need to use the EDW for data that could help her. She would to find reports to help her analyze what the trends have been.

Scenario 2: Find EDW/Data Handling Resources

Sally has played around with the EDW, but does not feel very comfortable. She feels that she may need to learn how to work with data better. She goes online to see if there are any resources out there for

her to improve her data handling skills. She hopes that there might be some things about the EDW as well.

Persona 2: John

John is the Director of Finance in the School of Engineering. He has been there for 10 years and is very tech savvy. Not only is he in charge of the school's budget, but also with understanding how the school is doing like a business. He is aware and pretty knowledgeable with tools and data like the EDW and running reports.

Scenario 1: Run Reports

John needs to know how the school is doing during this last year. He needs information to help answer the following questions:

- How effective is our school doing?
- Is the business making money, or losing money?
- Is the business trending increasing, or decreasing?

He first goes to look for the information from what the school has on them. He knows that there may be some reports from the EDW that could help, so he goes online to find and run reports.

Scenario 2: Tableau

John is interested in seeing trends among the data, but having to go find the data and do a lot of work to see it is very cumbersome. He has heard about other tools that could help visualize data such as Tableau. John wonders if Tableau can be used. He first tries to find how to get involve with Tableau online with a backup plan to ask UW-IT.

Persona 3: Steve

Steve is a staff member within the administration team in the Foster School of Business. He has been working in the team for a couple of years now. He works with Excel and some of the systems that the school has. He has heard of EDW from other members of the staff, but not a real user. He is interested in knowing what the EDW could do with his work. Steve feels like he would get left behind if he doesn't start to understand how to utilize the EDW.

Scenario 1: EDW Information

To learn more about the EDW, Steve first consulted a fellow co-worker who uses it frequently. He asked how it works and the co-worker walked him through a few things. At first, it seemed fine, but Steve knew that he needed more information. What exactly is the EDW? He figured he could stumble upon the answer online.

Scenario 2: Enrolling in Courses

After seeking information from co-workers, Steve hopes to have more hands-on experience with the EDW and data handling. He has heard there were courses at the University of Washington that provides some training. He goes online to find these courses and if able to, enroll in them.