Personas for Stakeholders in IT RFPs

Goal:

- Represent Key stakeholders in general sketches based on data / interviews / prior knowledge
- Fill in their motivations and how we can best help them by improving the UX of RFPs

Created by

- User Experience in RFPs working group, 2014
- DigitalGov User Experience Program
Paul the Program Manager
Agency: NOAA

“I need this website to rock”

**Attributes**
- He is passionate about his program and wants to see it succeed.
- He has an iPhone and uses social media and wants his government website to work as easily.

**Goals**
- To hire a contractor who can put together an easy-to-use website that will increase efficiency and make data easy to find and manipulate.

**We must**
- Ensure requirements are clear, concise, and representative of the actual needs.
- Check in frequently to give status updates and help with procurement questions.

**We must not**
- Overcomplicate the procurement process.
- Award contracts without seeing capability of vendors beforehand.
Cory the Customer

Location: Buffalo, New York

“If this works, I’ll use it. If not, there’s Google”

Attributes
• 28, unmarried, works in the banking industry and loves sports
• Has an iPhone, and iPad, a MacBook, and Apple TV; a regular Apple die-hard
• Is active on Twitter and Facebook, dabbles in Instagram, has a gmail account and is generally tech savvy.

Goals
• Accomplish his task on mobile, because he’s always on the go
• Navigate the UI with ease
• Complete the task within 25 seconds of decision to pursue it

We must
• Reach him via mobile, which means iOS compatibility
• Make the design simple and straightforward
• Avoid clutter so tasks can be accomplished quickly

We must not
• Include long pieces of text
• Make an unfriendly mobile version
• Make an Android-optimized product
• Include pop-ups that interfere with the UI
Celia the IT Contractor

Location: Dulles corridor, VA; also works onsite with the client and at home

“I need clear requirements and instructions”

Attributes
- Single mom, 31, with one daughter
- Is project manager on contractor side
- Tech savvy--works on PC and Mac platforms
- Has two mobile phones: one iPhone, one Android; iPad mini; social media=life
- Frustrated by previous contracts
- English is not her first language

Goals
- Successfully deliver a gorgeous, cutting-edge, usable, accessible website to the client--using Agile method
- Have clear communications with the client

We must
- Provide clear, understandable RFP & SOW
- Be available for daily scrums
- Ensure that all requirements are in plain language
- Use Facetime, Google hangouts, etc.--along with conference calls

We must not
- Overcomplicate procurement
- Keep changing requirements
- Make her read long, unclear requirements
- Waste her time--schedule is important
Attributes

- 50, married, 2 kids. 10 years gov service
- A good writer, fairly good with tech
- Understands program well, but a contracting novice (only part-time)
- Feels alone when putting together RFPs

Goals

- Be liaison between CO and Contractor
- Write clear SOW and other docs
- Keep contract on track
- Find the best proposals

We must

- Give them examples of great RFPs
- Write everything in Plain Language
- Explain the COR and CO role regarding RFPs (?)

We must not

- XXXXX
-
Paulette the Proposal Reviewer

NOAA:
“Help! Not sure what I’m supposed to do”

Attributes
- 55, in government for 5 years
- Manager, communicator. English major
- Proactive, energetic.
- Speaks English and Spanish
- Uses a PC at home + work, older iphone
- Is bewildered by tech speak at meetings

Goals
- Attend initial planning meetings for product
- Evaluate proposals
- Ensure a good product is created
- Understand IT terms

We must
- Help her understand IT terms so she can successively evaluate product
- Give her time to learn it
- Give her list of questions to ask at Proposal meeting so she can understand the User Experience
- Help her understand timeframes for deliverables from CO and others,
- Help her understand all roles and the process

We must not
- Make her go to these meetings without proper background
Cindy the Contracting Officer
Agency: NOAA

“I get a sense of pride from meeting the agency mission”

Attributes
- Four-year degree in business management and CO-certified
- Overworked—only a dozen COs for hundreds of contracts
- Frustrated by lack of innovation and strategic thinking
- Frustrated by the lack of timely consideration in the purchasing process

Goals
- Market Research - Finding out what new products are available
- Meeting the agency needs - reduce rework, save money, inspires innovation

We must
- Understand her role (save us money, prevent rework, keep us out of jail)
- Do all market research first (SOW, estimates, schedules)
- Define requirements clearly
- Contact her early if she is available
- See her as a partner (even if she’s busy) and show value in her input

We must not
- Require her to do our job
- Wait too long to involve her
- Treat her like a “check-out girl”