

## Personas

- **Who** uses the Alive & Thrive website?
- **Who** receives emails from Alive & Thrive?
- **What** are circumstances like when they access the website?
- **What** is their work-flow like?
- **How** do they access the site/email, with what tools, and what are bandwidth conditions like?
- **When** do they use the site or access email?
- **Why** do they visit the website? **What** are their goals, frustrations, delights?
- **Why** do they sign up for emails, or why not?
- **Who** do we want the website to serve that it doesn't today?

Personas provide insight and cultivate empathy amongst the project team. These fictional profiles, based on our stakeholder interviews, provide talking points for discussions on website content and functionality to validate addressing user needs. For example, when we consider the navigation experience we may refer to user stories based on these characters to inform decision-making.

### EXTERNAL

1. Ella Chan, nutrition programmer – external stakeholder
2. Hanad Gemedede, advocacy specialist – external stakeholder
3. Jawa Temblar, chief of party – external stakeholder
4. Brijesh Rahim, government – external stakeholder
5. Nancy Lavoie, researcher – external stakeholder
6. Jordan Huit, professor – external stakeholder

### INTERNAL

7. Pat Dapkiewicz, donor, foundation program manager – internal stakeholder
8. Chris Conrad, Alive & Thrive staff – internal stakeholder
9. Minh Nguyen, Alive & Thrive staff – internal stakeholder

## Ella Chan

Ella is a senior nutrition advisor working in a multilateral organization. She was born and raised in Singapore. She has expertise in food security and public health nutrition. Since she is single and travels a lot, her schedule can be erratic. She often conducts research and correspondence from hotels, trains, and other modes of travel. She is driven to plan and implement research-based SBCC programs at scale in collaboration with other development partners in country.



### DELIGHTS

- Useful tools to share with others
- Quickly able to find and share the latest news and data
- Successful behavior change

### FRUSTRATIONS

- Can't find anything on the website
- Uncertain how Alive & Thrive works with governments
- Can't reliably share findings from the website
- Access to the site can be challenging while traveling

### TECHNOLOGY ADOPTION

- Early adopter
- Active on social media, savvy about using it to raise awareness
- Laptop and smart-phone user; browser preference is Internet Explorer

### KEY ATTRIBUTES

- Connector
- Looks for opportunities to share new things
- Relationship builder
- Transformation leader

### JOB CONTEXT

- Emphasis on social behavior change, strategy
- Researches latest initiatives and helps others understand context
- High level of autonomy
- Frequent travel

### GOALS

- Access latest research, results, tools, and findings to scale programs
- Share useful information widely, via email, social media, and in presentations
- Minimize effort to create presentation formats

### FEATURE NEEDS

- Ready-to-use presentations, tools, summaries, and sound bites
- Easy to share links and resources
- Highly performant website with access to info when connectivity fails
- Expedient notifications of new information
- Well-curated newsletter paired with website updates

## Hanad Gemede

Born and raised in Ethiopia but currently based in Switzerland, Hanad studied food science, nutrition, and agricultural technology. He is a frequent lecturer and an author of a book on Food Science and Technology, and a vocal advocate for Ethiopia's nutrition challenges. Passionately dedicated to Ethiopia, he has a deep appreciation for the country's culture, frequently sharing examples of music, literature, culture, and history on social media.



### DELIGHTS

- Great advocacy video, “The Power of Nutrition” — uses it regularly while presenting
- Finds RESULTS intriguing and interactive
- Likes the link for technical assistance
- “A good newsletter helps me feel very connected.”

### FRUSTRATIONS

- Information isn't updated frequently; results seem outdated
- Wants to communicate with others within the subject matter
- Confused by RESULTS as a different site
- Too much scrolling to find the latest

### TECHNOLOGY ADOPTION

- Early adopter, willing to try new things to raise awareness
- Laptop and smart-phone user; browser preference is Chrome

### KEY ATTRIBUTES

- Relationship builder
- Facilitator
- Transformation leader

### JOB CONTEXT

- Connector
- Facilitator
- Tends to be very mobile, travels frequently

### GOALS

- Share information easily and with different language audiences
- Stay updated on the latest
- Connect with others in the field to discuss news

### FEATURE NEEDS

- Push notifications about what's updating or coming
- Additional language translations for materials
- Webinars for interactive knowledge sharing and discussion
- Shares content by email, so links should be easily shareable
- An email newsletter to keep abreast of what's happening at the country-level, results, achievements, lessons learned – “Stories from the Field”
- Highly performant website with access to info when connectivity fails
- Practical, easy-to-implement tools in addition to case studies and how-to guides

## Jawa Temblar

Jawa navigates complex bureaucracy and investigates partnerships aimed at improving the health of the population. He recognizes the unique characteristics of his region, and believes he can learn from work in other countries, but his country needs its own approach. He has many meetings and presentations, so he values concise, clear materials he can reuse. He is on the go, and conducts much of his work commuting or while traveling for conferences.



### DELIGHTS

- Clearly understand how partnerships work, able to communicate that to governments
- Summaries and sound-bites save time for meeting with policymakers

### FRUSTRATIONS

- Jawa has limited mobility and can use a keyboard but not a mouse. He needs to interact with web-page controls using his keyboard.
- No ability to interact with others in the field
- Things were completed in 2014, but still not on the website in 2017
- Too much scrolling, information on all sides

### TECHNOLOGY ADOPTION

- Early adopter
- Willing to try new things to raise awareness
- Laptop and smart-phone user; browser preferences are Internet Explorer/Edge, Chrome

### KEY ATTRIBUTES

- Resilient
- Connector
- Relationship builder
- Looks for opportunities to share new things

### JOB CONTEXT

- High level of autonomy
- Heavily scrutinized by the press and public
- Help government understand how to use the methodology, and potentially partner

### GOALS

- Communicate with others, stimulate discourse
- Raise awareness, especially with governments, and desirability of resources on the site
- Get governments to adopt this, work on these issues
- Pro-actively reach out to governments

### FEATURE NEEDS

- Webinars
- Country-specific (language) resources/materials
- Ready-to-use presentations

## **Brijesh Rahim**

Brijesh is the Secretary for the Economic Relations Division, for the Government of Bangladesh. He obtained his Bachelor and Masters degrees in Finance from the University of Dhaka. A prolific lecturer, he is also known as an award-winning author of seven books. As secretary, he represents the government in local, regional, and global platforms to steer development agendas. He serves on the Board of Directors for the International Centre for Diarrheal Disease Research, and is the Chair for Infrastructure Development Company (IDC). Brijesh is married, has two grown children, and loves gardening, travel, and writing in his spare time.



### **DELIGHTS**

- Clear summaries and sound bites
- Accessible data, stats, and research to aid in decision-making
- Connecting with other governments reps and building his network
- Hearing that his work made a difference

### **FRUSTRATIONS**

- Academic content is meaningless and time-consuming
- Uncertain about costs, scaling, applicability for his country

### **TECHNOLOGY ADOPTION**

- Security is a primary issue
- Works with people from many agencies
- Limited by regulations to specific devices, software

### **KEY ATTRIBUTES**

- Relationship builder
- Facilitator
- High pressure position

### **JOB CONTEXT**

- Heavily scrutinized by the press and public
- Primarily communications related
- Overwhelmed by many programs approaching him for their priorities
- High-level understanding

### **GOALS**

- Strengthen Bangladesh's health system management
- Assurance research and costs are sound and validated

### **FEATURE NEEDS**

- Country-specific (language) resources/materials
- Ready-to-use presentations
- Documented costs and step-by-step methodology in plain language

EXTERNAL: RESEARCHER | AGE: 44 | CANADA

## Nancy Lavoie

Nancy is a research scientist at a university in Montreal. She is an experienced web user and an effective multi-tasker. She is rarely on campus and does most research from home. She looks for ways of utilizing time efficiently and effectively. She grew up in Nova Scotia where she saw how nutrition affected the community around her. She balances her work life with raising two young children and spending time with her husband who works in tech.



### DELIGHTS

- There is so much information!
- Loves the availability of resources. The videos are fantastic!

### FRUSTRATIONS

- When search and filter functionality don't work it makes finding information more time-consuming.
- So much information is overwhelming. Being able to filter and organize for current research is helpful.
- Getting access to a full range of information, beyond her geographic region requires getting creative with her technology.
- Needs insight into the cost of things, but can't find that.

### TECHNOLOGY ADOPTION

- Slow to adopt new tech, and is satisfied with laptop provided by employer
- Very creative about finding ways to get access to information without leveraging fancy tech
- Not active on social media, but does follow Alive & Thrive's Facebook for updates
- Would love an Alive & Thrive email newsletter, but didn't know one existed
- Laptop user; browser preferences are Internet Explorer/Edge and Chrome

### KEY ATTRIBUTES

- Open to finding what can be shared and increasing transparency
- Resilient
- Does what she can with the time that she has

### JOB CONTEXT

- Heavy workload with little support
- High level of autonomy, is able to implement solutions at will
- Translates info into user-friendly format

### GOALS

- Access latest research, results, and materials
- Allow countries to review and understand how to improve maternal nutrition
- Empower others with a step-by-step approach

### FEATURE NEEDS

- Search optimization and site search capability
- Fluid, responsive interface to allow viewing multiple windows on a laptop
- Clear, intuitive navigation, search results, and filters
- Personalization of results, so search results are maintained and links may be shared reliably

## Jordan Huit

Juggling research, teaching, and raising visibility for nutrition, Jordan is the consummate front-line advocate for the nutrition movement. Decades of experience conducting research and teaching developed Jordan's deep subject matter expertise. He is truly passionate about nutrition's potential to improve and save lives. Authoritative and forward-thinking, Professor Huit has a gift for clearly outlining complex information flows and explaining methodology in plain language.



### DELIGHTS

- Hearing others feel empowered by the information
- Sharing the latest efforts and results, such as new initiatives towards partnership and defining the role of husbands and other caregivers

### FRUSTRATIONS

- Jordan's vision is limited and he needs a screen reader to interpret every element on the page, so he can understand and interact with the page content
- How to compose clearly for the website (examples: step-by-step methods; Gen. 2.0 vision)
- Doesn't understand the constraints of web content versus academic publication

### TECHNOLOGY ADOPTION

- Relatively tech savvy, but not with social media or the latest gadgets
- Laptop user, but generally at desk; browser preferences are Internet Explorer and Chrome

### KEY ATTRIBUTES

- Facilitator
- Impact focused, technically minded
- Focused on solutions and process

### JOB CONTEXT

- Responsible for research and education
- Much of his work is conducted in academic settings

### GOALS

- Facilitate understanding of complex scientific data
- Inspire others to adopt research findings and implement methodology

### FEATURE NEEDS

- Ability to share useful links clearly
- Clear guidance on how to structure content for the web

## Pat Dapkiewicz

Pat's typical day involves many high-level meetings and publishing journal articles on nutrition. She manages grants and partnerships with large organizations towards joint-nutrition initiatives. She actively promotes nutrition initiatives through social media. With frequent demands on her attention, she diligently manages her calendar and efforts, seeking to maximize impact for effort. Recently leveraging Medium for long-form posts on breastfeeding, she is willing to explore new ways of advocating for nutrition initiatives. However, balancing work demands with family life often leads to bringing work home.



### DELIGHTS

- Well-known for partnerships with UNICEF, other multi-laterals, and NGOs
- Social behavior change expertise
- “Although it can be hard to find things, I feel like whenever I come to the website I find what I need.”

### FRUSTRATIONS

- It can be hard to find things
- Search functionality should be amazing
- The newsletter isn't very useful

### TECHNOLOGY ADOPTION

- Not an early adopter
- Willing to try new things to raise awareness
- Laptop and smart-phone user; browser preference is Internet Explorer/Edge

### KEY ATTRIBUTES

- Connector
- Facilitator
- Transformation leader

### JOB CONTEXT

- Not a frequent visitor of Alive & Thrive's website, but refers many people to it
- Heavily scrutinized by the press and public
- Oversight of many activities, deciding voice
- Frequent travel

### GOALS

- Expanded emphasis placed on partnership approach
- More recognition for maternal nutrition and the regional platform work
- Make it clear the work is evolving, changing, and is sustainable and usable by others

### FEATURE NEEDS

- Easily shareable links and resources
- Highly performant website with access to info when connectivity fails
- Clear, intuitive navigation, search results, and filters



## Minh Nguyen

Minh is a medical doctor in nutrition with more than 20 years of experience in nutrition programming and research. Before joining Alive & Thrive, Minh was a lead research scientist for World Bank, and wrote extensively on health, human rights, and the consequences of maternal and early childhood nutrition. Her professional experience includes working with international NGOs such as Save the Children, CARE International, and UNICEF on various public health research projects and program implementation. A native of Vietnam, she is married with two teenage children.



### DELIGHTS

- Clear, illustrative info-graphics for quickly communicating complex data sets
- Engaging, action-oriented, not staged photography

### FRUSTRATIONS

- There is so much information, but also so much unused screen space.
- Site is not easy-to-use or intuitive
- Site won't fully load on 3G

### TECHNOLOGY ADOPTION

- Slow to adopt new technology
- Laptop user; browser preference is Internet Explorer

### KEY ATTRIBUTES

- Facilitator
- Impact focused, technically minded
- Focused on solutions and process

### JOB CONTEXT

- Emphasis on social behavior change, strategy
- Assists with strategic communication around research
- Interested in developing accessible learnings

### GOALS

- Clearly define Alive & Thrive's advantage
- Communicate how Alive & Thrive collaborates
- Convey the history of scale, effective data, and raise the bar with partnership and sustainability

### FEATURE NEEDS

- Clear instructions on how to update the website
- A way to share data — data sets NOT results
- Concise constraints around content updates
- Clear ways for users to request data they're interested in
- Interactive way to learn, tools, or webinar series
- Plain language, more digestible
- Frequent, weekly updates with fresh, new information

## Chris Conrad

Chris brings experience from previous large NGOs with nutrition programs in-country to the mission at Alive & Thrive. He wears many hats: researcher, advocate, content developer, relationship builder, planner, oversight, risk mitigator, and program partner. His work day can be very long, with many context switches and multiple demands.

### DELIGHTS

- Hearing others find usefulness in Alive & Thrive resources
- Empowering and inspiring others

### FRUSTRATIONS

- While he realizes updating the website is important, finding the time to craft quality content and understand the complex CMS interface leads Chris to procrastinate.
- How to tag content properly and the impact of it feels confusing
- What do our potential partners need from Alive & Thrive?
- How do we make people feel a part of Alive & Thrive?
- How do I update the site so users are eager to visit the site?

### TECHNOLOGY ADOPTION

- Slow to adopt new technology
- Laptop and smart-phone user; browser preferences are Internet Explorer/Edge and Chrome

### KEY ATTRIBUTES

- Relationship builder
- Facilitator
- High pressure position

### JOB CONTEXT

- Juggles an extra large load of responsibilities
- Primarily communications related
- Help others understand how to use resources, partner with Alive & Thrive
- Would like to increase access and findability of information to help people interact with Alive & Thrive

### GOALS

- Update website content quickly
- Notify Alive & Thrive audience of new information and resources
- Respond to audience needs, provide useful links

### FEATURE NEEDS

- Clear instructions on how to update the website
- Understanding priorities and impact of changes
- Concise constraints around content updates

