Editorial CMS redesign

Personas

Summary

1. What is Personas and how is it applied to our project?

2. How were the Personas created?

3. Set of Personas

1. What is Personas
and how is it applied to our project?

The Personas is a fictional user, with a made-up life.
(The word Persona is derived form the Latin persona, referring to the masks worn by actors in ancient theatres.)

Since we built a website for users, we must know our users in order to be able to design usable systems.
We need to know what are their **motivations**, **frustrations** and **ideal experience**.
It is recommended to never refer to "the user", it's too vague. Instead, we should refer to a very specific individual: a Persona.

The goals are vital.

By creating a number of distinct personas, the whole range of behaviour is covered.

The persona we design for is called **Primary Persona**, and the ones we don't design this particular interface for, are called **Secondary Personas**.

If several types of primary personas are found, **we need to create a different interface for each**.
In our case, we have 3:

the Experienced, the Student and the Editor
(the Editor one being the Wordpress interface)

2. How were the Personas created?

The creation of the Personas was based on **gathering information from the Marketing and the Editorial teams** and complemented by the results of the **different studies and researches** conducted between 2010 and 2011:

Jobseeker satisfaction survey EMEA
September 2010

Editorial engagement KPIs / User journey
February 2011

User centred design study made by Flow Interactive where a set of Personas were created
2005 - 2006

Content Evaluation Focus Group Report in USA
November 2010

UK Student Survey
2010

eFINANCIALCAREERS.com
THE FINANCIAL JOB MARKETPLACE

3. Set of Personas

Primary users of the Editorial

Richard Tomasi - Front office (experienced)
Edward Chang - Bachelor in Economics (student)
Laetitia Rocheteau - Editor (internal user)

Secondary users of the Editorial

Bhavna Patel - IT Analyst (experienced)
Clive Scott - Operational Risk Manager (experienced)

Experienced

Back story *[A bit about his life]*

Richard is a corporate finance banker who's been in the City since leaving university 13 years ago and is recently married and with a young baby. He works long hours and travels extensively. He loves the buzz of his job and has built up a strong friendly relationship with his clients over the years, but the arrival of his son is starting to shift his focus on life outside work.

As he gets older, the hours are also taking their toll and he's starting to wonder whether this is really something he wants to do for the next decade. Nevertheless, he's not prepared to take a massive risk to break the mould and is mostly interested in playing it safe and moving into a role which will maintain his income while improving his quality of life – maybe a boutique corporate finance firm?

As a team leader, Richard makes some hiring decisions and is responsible for recruiting new people into his team. He usually relies heavily on HR to assist him, and will write the job spec, let them place the advert, and then wait for candidates to interview.

Richard works hard. **He rarely leaves the office before 8.30pm** and spends at least one week in four travelling. When a deal is live, his hours increase exponentially.

Richard thought he had a structured career plan: he always intended to stay in M&A throughout his career and to work his way into a managing director position at a large bank. However, he's tentatively starting to question this, and is **open to non-risky alternatives.**

.../...

Richard Tomasi, 34.
"I love my job, but am looking for an exit"

Persona type:	Primary Personas
Location:	London, UK
Technical comfort:	Good
Job title:	Corporate finance banker
Social network usage:	He is on Facebook and LinkedIn
Mobile devices:	He has a Blackberry and an iPhone

eFINANCIALCAREERS.COM
THE FINANCIAL JOB MARKETPLACE

Editorial Redesign - Personas

Richard Tomasi, 34.
"I love my job, but am looking for an exit"

Motivations *[What concerns does he have? Why does he need the eFC Editorial? How has he found or heard about eFC?]*

Richard started reading eFC editorial as a junior in the City. He's signed up to the newsletter and reads it occasionally when a story takes his fancy. He's not a devoted reader and he's not sure it will have anything specifically useful for him, but he's aware of it and sometimes feel compelled to read content about pay/jobs/employers in his field where he would like to comments anonymously.

He is a **passive job seeker.** He does not tend to go out looking for jobs, rather he will wait for jobs to come to him, e.g. through head-hunters. He's looking to optimize his professional life and definitely needs a new challenge.

Frustrations *[What could stop him from using the eFC Editorial or annoying him.]*
Richard could feel frustrated with eFC editorial if he reads at an article which doesn't offer anything of tangible value to his career/life. He doesn't have much time and is easily irked if something wastes it.
He has general **uncertainty on the job market**.
He **doesn't like impersonal interactions**.

His ideal experience *[His story including features and content which will help him have a great experience.]*
Richard would like to come to eFC and find a community of people similar to himself with whom he can **share and discuss his growing concerns** about his future career path.

Persona type:	Primary Personas
Location:	London, UK
Technical comfort:	Good
Job title:	Corporate finance banker
Social network usage:	He is on Facebook and LinkedIn
Mobile devices:	He has a Blackberry and an iPhone

eFINANCIALCAREERS.com
THE FINANCIAL JOB MARKETPLACE

Editorial Redesign - Personas

Back story *[A bit about her life]*

Bhavna has a degree in IT and has just taken a year out to do her MBA at LBS. She lives with her elderly mother who is dependent on her for friendship and help with day to day tasks. She loves learning and feels great pride in earning qualifications to strengthen her CV.

She is clever and focused, but has some concerns and insecurities about her status as an Asian woman working in finance.

She runs a website for Asian women working in professional careers in the UK.

Motivations *[What concerns does she have? Why does she need the eFC Editorial? How has she found or heard about eFC?]*

She is a **passive job seeker**. She knows she is in demand because of her qualifications, so she does not need to go out and look for a job.

She has focused data needs for her job, but is generally interested in information and gaining knowledge. She wants to be financially independent. She wants to prove that Asian women can make it in finance.

Frustrations *[What could stop her from using the eFC Editorial or annoying him.]*

• Prejudice within the industry.

• Focus within the industry on working long hours and not having a life.

• She's frustrated that she earns less than her male equivalent.

• She's short of time in which to think about herself and her own personal aims.

• She has morals, but the finance industry does not and this really concerns her.

His ideal experience *[Her story including features and content which will help her have a great experience.]*

She would like to find some news related to gender or racial discrimination among the financial job market and be able to comment and give her point of view. She would also like to make her name famous among the community. She also would like to found a job where she could have a salary equal to her male fellows. She wouldn't mind being contacted by recruiters through eFC because they saw her name in the comments.

Bhavna Patel, 24.
"I want to prove that I can make it in Finance."

Persona type:	Secondary Personas
Location:	London, UK
Technical comfort:	Excellent
Job title:	IT Analyst
Social network usage:	She is on Facebook, and LinkedIn.
Mobile devices:	She has an iPhone

Editorial Redesign - Personas

Back story *[A bit about his life]*

Clive has a long term girl friend. He is quite well-off but lives in a slightly dodgy part of Clapham. He doesn't drive. He likes to watch The IT Crowd on Channel 4.

He has been working in Operational risk for 2 years. **He would like to work in front-office but didn't manage to get in.** He is more laid-back than the people working in the front-office but he is happy to work hard. He is very comfortable using technology and the internet where he spends a lot of time on Facebook and use paper websites and Google news. **He is bored in his current job** and would like something new in his career but he is a bit scared of the change because of the general uncertainty of the market due to the latest financial crisis.

Motivations *[What concerns does he have? Why does he need the eFC Editorial? How has he found or heard about eFC?]*

He is registered on eFC and receives job email alerts regularly. These emails usually bring him to the site. **He sometimes comes to see the news on the site when he is bored at work.**
He wants to be successful and keep on top of all news on the job market because he wants to change his job soon.
He sometimes think about **relocating to Singapore.**
He wants to retire in his late 50s but is starting to wonder if he will be able to afford that.

Frustrations *[What could stop him from using the eFC Editorial or annoying him.]*

He thinks that **the articles comments from other users are too negative. Feels side-lined and patronised compared to the front office people**. He is unsure about how to progress, career path wise. He **needs more tailored advice** from experienced people who moved from middle to front office or who built a career in middle office.

His ideal experience *[His story including features and content which will help him have a great experience.]*

He would like to **get positive answers to his career questions**, find other people like him who can help validate his choice of career, and to know what kind of qualifications are required.

Clive Scott, 28.
"What am I going to do next?"

Persona type:	Secondary Personas
Location:	London, UK
Technical comfort:	Good
Job title:	Operational risk manager
Social network usage:	He is on Facebook and LinkedIn
Mobile devices:	He has a Blackberry for work and an iPhone for personal use.

eFINANCIALCAREERS.com
THE FINANCIAL JOB MARKETPLACE

Editorial Redesign - Personas

Back story *[A bit about his life]*

Edward is from a well-off family in Beijing, China and has come to the UK to study a Bachelor of Economics at the LSE in London. He is in his 3rd and last year. **He's very definite about his intentions and abilities.** He's very good at Mathematics and Economics. Very hard working. He has a high standard in English.

The first thing he does every morning is work on a Mathematic exercise because he thinks his brain works far better early in the morning. He **likes to talk about the differences between the Eastern and Western countries** and cultures with his class colleagues and also sometimes travels around the European cities on week-ends and go for some drinks in the evenings.

Motivations *[What concerns does he have? Why does he need eFC? How has he found or heard about eFC?]*

He has **a lot of pressure to succeed from his parents**. He is not unique, he needs to stand out from his peers.
He wants to keep on top of all the news related to global companies offering jobs in China and UK. He has a **good network with alumni from LSE.** A lot of company presentations are forming the basis of his knowledge and he uses eFC to fill the gaps and top up.

Frustrations *[What could stop him from using eFC or annoying him.]*

Flippant, lightweight content. Initially turned off by non-cutting edge design, but may be changed his mind by quality content. Frustrated by **lack of freshness to student content and advice search**, but turn to main site for more info.

His ideal experience *[His story including features and content which will help him have a great experience.]*

He would like to see the **recent graduate hiring news of companies directly on eFC** and be able to find some **tips and advices on how to apply to the roles** he is looking for in Banking industry (Corporate finance, M&A) in London, and if possible at Goldman Sachs or Barclays Capital.
He also would like to **find the best graduate internships.** Find out more about spring weeks, summer internships and graduate programmes. He would also like to **listen to experiences from other students,** and likes contributing.

Edward Chang, 20
"I want to be successful"

Persona type:	Primary Personas
Location:	London, UK
Technical comfort:	Excellent
Studies:	Bachelor degree in Economics
Social network usage:	He is on Twitter, Facebook and LinkedIn
Mobile devices:	He has the last iPhone and the iPad 1

eFINANCIALCAREERS.com
THE FINANCIAL JOB MARKETPLACE

Editorial Redesign - Personas

Back story and Job description *[A bit about her life and job description]*

Laetitia is married and has a 3 years old chid. She has been working for eFC for 4 years. She works from 8:30am to 6:00pm.
She is responsible for the editorial content of all the French language sites: France, Switzerland, Luxembourg, Belgium.
She works with freelance journalists across the 4 countries.

Her role consists of:

Articles management
Writing 2 - 3 articles per day
Ordering 1 article per week for each country other than France to the freelancers
Copying articles from sites to other depending if the content is valid for the other markets (e.g. advice on interviews)
Ordering translations for interesting articles from other countries
Moderating and following up the comments on articles
Calling and meeting people to get their point of view and build stories
Prospecting and chasing contributors for them to write articles on the site: head hunters or consultants specialised in Financial Job Market. Some of them stay Anonymous.
Media files management: Photos Resizing on Photoshop and uploading on FlickR images and videos to get urls
Social Media: she needs to put manually articles on Twitter and Viadeo.

Public Relation
Round table events, Online Chats, Answering other journalist questions, Spokesperson for French speaking markets.

CIFM
Helping on the CIFM content.

Newsletters
Choosing the relevant articles for the weekly and monthly newsletters for the 4 countries.

.../...

Laetitia Rocheteau, 32
"I need a fast and efficient tool to manage my articles"

Persona type:	Primary Personas
Location:	London, UK
Technical comfort:	Limited
Job title:	Editorial manager for French speaking countries at eFC
Social network usage:	Twitter
Mobile devices:	She has an Nokia (not smartphone)

Editorial Redesign - Personas

Motivations *[What concerns does she have?]*

She really likes to check how many comments have been posted on her articles to see which articles are working best.

She also likes to **check the stats** using Omniture**.**

Every week, she has a meeting with the whole EMEA team to see the Top 20 articles by site.

To see if they reach their target, they also **want to see what is the percentage of articles viewed VS the total traffic on the site**. For example, on the UK site, an average of 30% of the visitors go on the editorial content whereas in France it's around 20%.

Frustrations *[What could upset her with using eFC or annoying her.]*

Slowness of the current CMS
Having to copy the articles across the countries
Media files management (photos and videos)
Spending time on **sharing articles** on social network websites
Article posting: **having to use html codes** for formatting and fiddle with it
Using Omniture to see the stats

His ideal experience *[Her story including features and content which will help her have a great experience.]*

As she is not very comfortable with computing, she would like to have a **fluidity in her daily routine using the CMS.**
She would be posting an article in French and choose the different countries and partners she wants to post the article to.
She would find **enjoyable** to get all in one place and maybe be able to see the stats on the same tool.

Laetitia Rocheteau, 32
"I need a fast and efficient tool to manage my articles"

Persona type:	Primary Personas
Location:	London, UK
Technical comfort:	Limited
Job title:	Editorial manager for French speaking countries at eFC
Social network usage:	Twitter
Mobile devices:	She has an Nokia (not smartphone)

eFINANCIALCAREERS.com
THE FINANCIAL JOB MARKETPLACE