

UX user personas

In the realm of user experience (UX) design, user personas provide concrete examples of people who will eventually use a product. Personas help focus the design process.

While this might seem like a contrived exercise, in web design projects that I've worked on in the past, I've found that user personas help the design team by making it easier to communicate specific rationale for aspects of the project. Personas also make it easier to write website text.

I've reviewed the backgrounds of people that we interact with on a regular basis or who manage NCAR from above and have constructed three personas:

1. Educated generalist
2. Career researcher
3. Graduate student

This document provides fictitious biographic sketches of these three user personas, outlining each user's background, job responsibilities, what they value and how they will interact with our web presence.

Feel free to debate, edit or augment any of these personas.

Educated generalist

Amber Adwell

*BS Oceanic and Atmospheric Sciences, University of California, San Diego
PhD Atmospheric and Oceanic Sciences, University of California, Los Angeles*

Amber is a program director at NSF. Prior to joining NSF, she was a tenure-track professor at an R1 university. Amber manages two programs for NSF: GEO Opportunities for Leadership in Diversity (GOLD) and Improving Undergraduate STEM Education: Pathways into the Earth, Ocean, Polar and Atmospheric & Geospace Sciences (GEOPATHs). She is participating in NSF's midterm site visit evaluating UCAR's cooperative agreement. She makes recommendations to the Geoscience Directorate on how NSF funds should be spent on research and science education. She is also an advisor to the American Geophysical Union's Sharing Science program.

Time spent on the site: minutes

Domain expertise: low

Long-term influence: high



Amber is responsible for	Amber values	Amber needs
<ul style="list-style-type: none">• Funding highly leveraged projects• Creating pathways into Earth Science• Advancing the careers of a diverse population	<ul style="list-style-type: none">• Accessibility• Personnel who help to develop the careers of students and early career scientists	<ul style="list-style-type: none">• An overview of the scope of DART's applicability• A sense of the team's ideals• A list of recent research accomplishments• An explanation of DAREs outreach efforts

Career researcher

Bishan Bakshi

*BS Chemistry and Statistics, Indian Institute of Technology, Ropar
MS Atmospheric Science, University of Washington*

Bishan is an atmospheric chemistry modeler. He is familiar with Bayesian statistics and atmospheric models and was recently hired on a two-year contract position at the Pacific Northwest National Laboratory where he does ozone modeling using MPAS. His first language is Punjabi and he learned English in elementary school. He has lived in the United States for 4 years.

Time spent on the site: days

Domain expertise: high

Long-term influence: medium



Bishan is responsible for	Bishan values	Bishan needs
<ul style="list-style-type: none">Completing his modeling project within his two-year contractPublishing his results	<ul style="list-style-type: none">Instructions written in an easy to understand fashionBeing able to find relevant contentGetting his data assimilation system up and running quickly	<ul style="list-style-type: none">Documentation with a clear organizational hierarchyEasy-to-use model interfaces

Graduate student

Charlie Christie

*BS Physics, College of Charleston
Graduate student in Physical Oceanography, University of Rhode Island*

Charlie is somewhat familiar with the oceanographic literature and has two years of experience completing deterministic runs with a regional ocean model. He was exposed to frequentist statistics in his undergraduate physics labs. He is writing his PhD prospectus and plans to use DART and the regional ocean model to study warm core ring shedding in the Gulf Stream. Although he is at one of the top oceanography programs in the country, the University of Rhode Island does not offer any courses in data assimilation or inverse methods. The most applicable course Charlie has taken was a numerical modeling course that included a short section on parameter estimation. Charlie is also colorblind.

Time spent on the site: weeks

Domain expertise: medium

Long-term influence: variable



Charlie is responsible for	Charlie values	Charlie needs
<ul style="list-style-type: none">Completing the project outlined in his prospectus	<ul style="list-style-type: none">The ability to create original research	<ul style="list-style-type: none">Instructional material to bridge the gap between what he's learned in graduate school and what he needs to know to do ensemble DAA user guide that shepherds him from low-order models to his regional modelHelp with scientific workflow

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