
Virginia Tech IT User Personas

ITEE

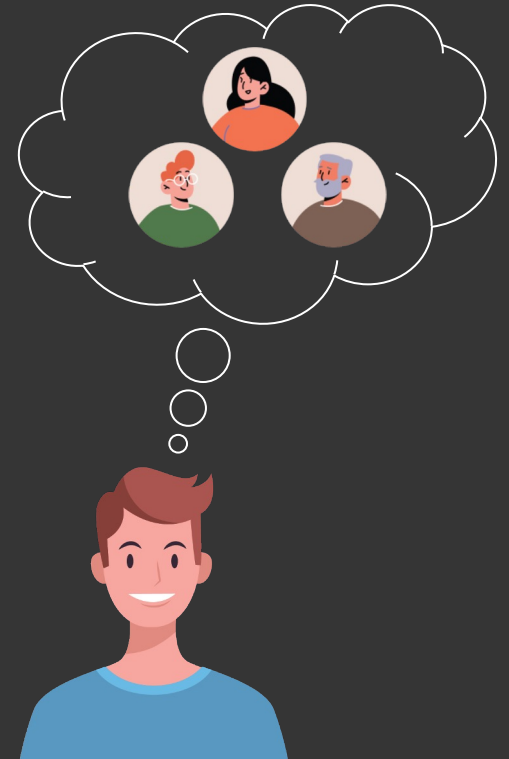
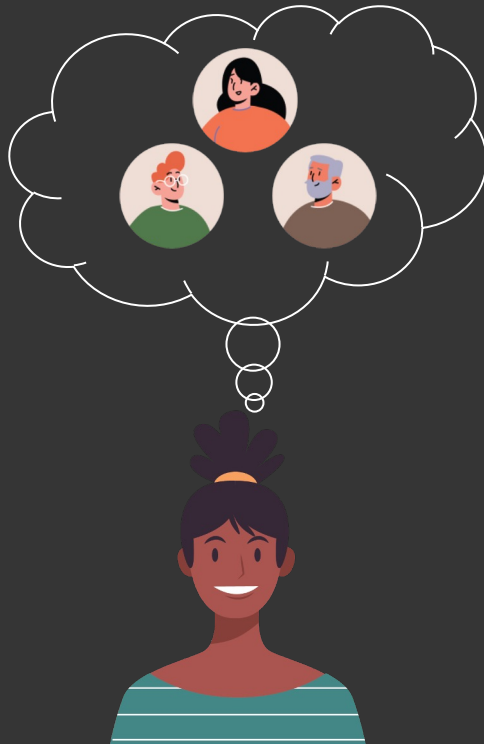
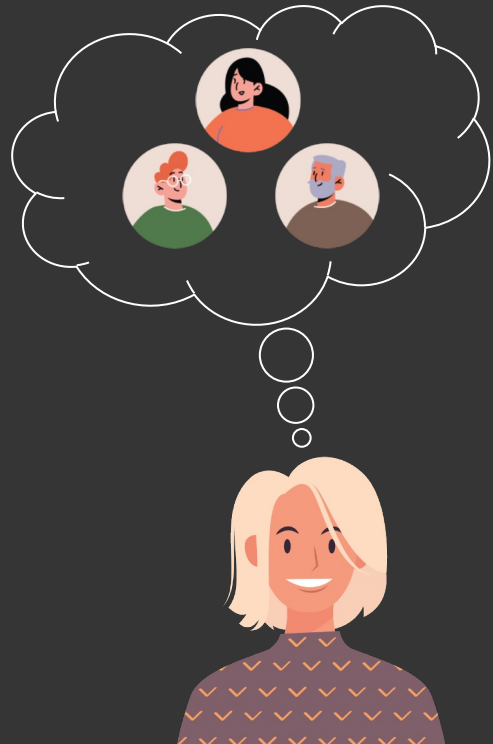
Ghost personas



—

User Persona is a single representation of a cluster of target users who represent similar behaviors, goals, and motivations.

User personas



Our Persona Creation Process

1

Research Design



2

Data Collection



3

Data Analysis



1 - Research Design



Goal Statement

Developed the goal statement: We want to understand how our users use VT IT services so that we can deliver IT services that meet our users' expectations, and we can increase user satisfaction, trust, and engagement.



Research Questions

Outlined the research questions: The questions were around users' goals, priorities, needs, behaviors, habits, frustrations and pain points, devices and IT service usage.



Data Collection Instruments

Designed the data collection instruments: Employee and student surveys, interviews, interview protocols, and participant recruitment materials.

2 – Data Collection

Survey



Participant Recruitment - Canvas announcements, VT daily news campus notices, DoIT social media channels, student email listservs

345

VT employees and students responded to the survey

Interview



Participant selection: To diversify the interview pool, participants with different needs, pain points, habits, and goals were selected for 30 mins online one-on-one interviews.

31

VT employees and students were invited to the interviews

3 – Data Analysis



Coding

Coded the survey and interview data to find patterns and clusters of users with similar characteristics and behaviors.



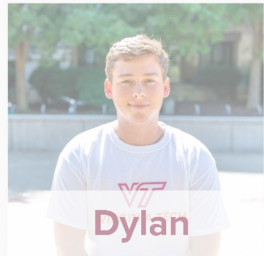
Creating models

Created archetypical models of the user clusters based on the patterns found.



Producing personas

Produced the persona documents that summarize the research data in a narrative form.



Dylan

the Undergraduate Student

"If I knew all the IT services and resources available to me since freshman year, it would have made my life here at VT a lot easier."



Jessica

the Graduate Student

"It's the number of passwords... I don't know how anyone would do it without a password manager."



Deborah

the Tenure Track Faculty

"Between teaching, doing research, and all this other stuff, it's very easy for me to get bogged down in terms of where to find information. What ends up happening is I usually just ask without even looking."



Eric

the Non-tenure Track Faculty

"The Canvas gradebook is not as customizable as I would like it to be."



John

the AP Faculty

"When a person at Virginia Tech leaves and someone is hired to fill their place, figuring out what they need access to and how to get them access is a guessing game."



Emily

the Staff

"Sometimes I don't know what issues I should go to my IT person for and what issues I should go to 4Help for."

Enjoys

problem solving, meeting a lot of people

Devices



Frequently Used Services



Pain Points

- X It is difficult to find anything on VT websites.
- X Unstable wireless connections at outdoor places on campus.

Desired Features

- ✓ One-stop-shop for all technology needs
- ✓ Integration of services to support efficient time management

Enjoys

doing research, teaching

Devices



Frequently Used Services



Pain Points

- X VT domains require login with PID and a password different than PID password.
- X The process for ordering software is complicated.

Desired Features

- ✓ Mobile-friendly interfaces (Canvas, HokieSPA)
- ✓ Easier access to VT accounts and services when travelling internationally

Enjoys

training the next generation of scientists and researchers

Devices



Frequently Used Services



Pain Points

- X Lack of quiz and grade customization and integration with teaching apps in Canvas.
- X Software license agreements take too long.

Desired Features

- ✓ In-person desktop support
- ✓ Provide trainings on value of IT services: why should I use this tool? What is it for?

Enjoys

problem solving, interacting with students

Devices



Frequently Used Services



Pain Points

- X Canvas issues take several days and multiple escalations to resolve.
- X Services are difficult to navigate and find information (OneCampus, 4Help, HokieSPA).

Desired Features

- ✓ Canvas Tier 1 support provided by VT
- ✓ Centralized IT services

Enjoys

professional development

Devices



Frequently Used Services



Pain Points

- X Figuring out how to get access to systems I need for my role or when changing roles.
- X One task to perform involves accessing and doing work in multiple, disparate portals for approvals and creates lots of extra manual work.

Desired Features

- ✓ Consistent wireless access experience across different campuses
- ✓ More communication around what is changing in terms of IT services

Enjoys

helping others, variety of work

Devices



Frequently Used Services



Pain Points

- X Lack of tutorials on Administrative Banner, Banner UI is difficult to learn.
- X Lack of financial systems integration / synchronization (MicroStrategy, grants, and others).

Desired Features

- ✓ Better handling of recurring problems
- ✓ Remote social networking tool that is better for socially connecting with colleagues than Zoom

VT IT User personas