



Alice Johnson

Ambitious · Energetic · Social

Age: 27

Location: Sydney, CBD

Occupation: Digital Marketing Officer

Industry: Government

Status: Single

Tier: Med-large gov agency

What she uses:

Mobile Apps



Internet



Software



Social networks



Spare time



“ I need to focus on the marketing side of the website - not the technical ”

Meet Alice

Alice works in a medium sized government agency. She reports directly to the Head of Media and Communications.

She is the person who does the initial research when her organisation is looking to engage a new website / digital service provider.

She updates the website herself but is not technical. She has a thorough understanding of the marketing aspects of her organisation but not the technical side of websites.

Personal goals

To avoid any large issues with the website that would reflect badly on her.

She wants the website to flourish from a visual and content point of view and doesn't want to get entangled with the technical side of the website.

Site usage goals

Alice wants to see past work that Polished Pixels has completed, for similar organisations.

She is more interested in the outcomes of past projects than she is in testimonials.

Site usage goals

Find out what Polished Pixels does.

See case studies.

See if services align with needs.

'Contact' details to see location.

Potential Barriers

Lack of high number of past client logos.

Polished Pixels may be perceived as too small to take on a government client.

What could help her?

Make it easy for her to find past case studies of web work done for government orgs.

Provide material, especially hard facts, that would help her build her business case.

To see the supporting research material that this persona was based on, request a video screening session.