

## Appendix 1 – RBDxP User Personas

The information below are the user personas developed by the RBDxP Team using data from the user research activities. Whilst the user personas are not real people, they depict real experiences for our residents, businesses, Members, and service users.

A presentation of the User Persons is available below:



RBDxP User personas  
August 2023.pptx

### Councillor Rogers

#### Who is Councillor Rogers?

- Has served as a Councillor in Manchester for 15 years
- Councillor Rogers raises enquiries, service requests and reports issues on behalf of their residents

#### My frustrations with the Council

- The system doesn't make it easy for me to understand the progress of multiple service requests that I have raised
- I want to be notified throughout the process, so that I can keep my residents informed about issues in their area

#### What I want from the Council

- I want regular and accurate updates on things I report that I can share with my residents



### Anya New to IT

#### Who is Anya?

- Anya recently completed Digital Inclusion training at Moston library
- She's newly connected to the Internet, using a tablet which was bought for her by her son
- She's not confident in completing an online form and would like some help

#### My frustrations with the Council

- I can't find a telephone number when I am struggling to complete a request online and would like someone to help me

#### What I want from the Council

- Quick and easy way to access my Council account which means I can save time by not ringing
- To know I'm not being scammed when using the Council website
- If I do get stuck that I can ring the Contact Centre and an advisor can see my completed form and help me with requesting online so that I know how to do it in the future



## Jonathan

### Parks Maintenance Team

#### Who is Jonathan?

- Jonathan works in parks across Manchester
- He has to report issues and enquiries from residents and visitors

#### My frustrations with the Council

- I spend time duplicating work – writing it in a notebook and then updating the CRM and our Back Office system when I'm back in the office.
- I can't access the CRM when I'm out working because it doesn't work on my device
- I have to update 2 systems to ensure all are up to date

#### What I want from the Council

- I want to be able to report things once, so I can spend more time on other work
- I want to be able to use CRM from anywhere to check on the progress of works and update cases as necessary

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