

MORPC Data User Personas

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Mid-Ohio Regional
Planning Commission


The Problem

- MORPC has always provided a wide array of data resources and services to our members and communities throughout Central Ohio
- Yet, we've faced a persistent challenge:

As data becomes more numerous and complex, more open, and easier (through technology advances) to deliver to more people in more formats, how do organizations with key roles around data deliver tools and resources that are practical, relevant and accessible to the people who need them?
- Sought to answer this through User Experience (UX) Research & Design principles

Data User Personas

- Fictional representations of key user groups
- Based on data and research collected about actual users
- Focus on the needs and expectations of individual user types – allowing for development of targeted resources
- Detailed characteristics, behaviors, needs & challenges provide specificity to guide design

		NAME			Leia Organa Princess	
#KEYWORD Bold		"Darth Vader destroyed Alderaan (my home planet), and is taking over The Galaxy. I will not sit still for this! I need to defeat him. But how?!"				QUOTE
Leader		AGE	TECH-SAVVY * because she's from the future	FRUSTRATION(S)		GOAL(S)
Courageous		21	5 / 5	The Empire destroyed her home planet She doesn't know how to destroy the Death Star		To defeat the Empire To restore democracy within the Galactic senate

UX Data Collection

- Three focus groups
 - MORPC communications staff
 - MORPC cross-departmental technical staff
 - RDAC Communications Subcommittee
- Regional survey of data users (445 responses)
- Peer organization interviews
 - Atlanta Regional Commission
 - University of Pittsburgh Center for Social and Urban Research
 - Urban Strategies Council (Oakland)
 - Connecticut Data Collaborative
 - Data Driven Detroit
 - Data LA



MORPC Data Roles, Activities, & Relationships

GATHER DATA

COLLECTION * COORDINATION * CREATION

EXTERNAL DATA PROVIDERS

Parcels
Local Plans
Sidewalks
Bikeways
Building Permits
Traffic Volume
Employment
Infrastructure
Boundaries
Land Use
Natural Resources
Development Activity
Address Points
Green Infrastructure
Multi-Family Housing
Demographic Data
Labor Market Indicators
Economic Data
Points of Interest
Group Quarters
Census Geographies
School Enrollment
Air Quality

WORK WITH DATA

PROCESSING * ANALYSIS * KNOWLEDGE

Energy Analysis
Air Quality Alerts
Travel Demand Forecasts
Crash Analysis
Demographic Analysis
Bike/Pedestrian Counts
Population Estimates
Land Use Allocations
Residential/Commercial Building Activity
Transportation Infrastructure
Projections
Broadband/Fiber



PARTNERSHIPS & COLLABORATION

PROVIDE DATA

RESOURCES * GUIDANCE

SUSTAINABILITY AGENDA

Web Maps & Apps

Special Studies & Projects

REGIONAL TRANSPORTATION PLANNING

Raw Data

Data Visualizations

POLICY AGENDA

Facts & Figures

DATA CONSUMERS



MORPC Data Audiences

MORPC Role		GATHER DATA	WORK WITH DATA	PROVIDE DATA
Audience Relationship		Data Providers	Partners/ Collaborators	Data Consumers
TIER ONE	Primary State Agencies	X	X	X
	Local Government Staff (Technical)	X	X	X
	Primary Federal Agencies	X	X	X
	Consultants	X	X	X
	Primary Non-Profit Agencies	X	X	X
	Transit Authorities	X	X	X
	Universities	X	X	X
	Utility Companies	X	X	X
	Metro Parks	X	X	X
	Other MPOs	X	X	X
TIER TWO	Commission		X	X
	Public Service Administrators		X	X
	Elected Officials		X	X
	Local Government Staff (Non-Technical)		X	X
TIER THREE	News Media			X
	Community/ Civic Groups			X
	General Public			X
	Secondary Non-Profit Agencies			X
	Unaffiliated Data Community			X
	Students			X
	Public Service Staff			X
	Real Estate Developers			X
	Businesses			X
	SOURCES	Secondary State Agencies	X	
Secondary Federal Agencies		X		
Data Brokers		X		

Spectra of Audience Data Resource Capacity

