MORPC
Data User Personas

January 3, 2018
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
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

WORK WITH DATA
- Processing
- Analysis
- Knowledge

PROVIDE DATA
- Resources
- Guidance

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

PARTNERSHIPS & COLLABORATION

SUSTAINABILITY AGENDA
- Web Maps & Apps

REGIONAL TRANSPORTATION PLANNING
- Special Studies & Projects

DATA CONSUMERS
- Raw Data
- Data Visualizations
- Facts & Figures

POLICY AGENDA

Energy Analysis
- Air Quality Alerts
- Travel Demand Forecasts

Demographic Analysis
- Crash Analysis
- Residential/Commercial Building Activity

Population Estimates
- Bike/Pedestrian Counts
- Land Use Allocations

Projections
- Transportation Infrastructure
- Broadband/Fiber
# MORPC Data Audiences

<table>
<thead>
<tr>
<th>MORPC Role</th>
<th>Audience Relationship</th>
<th>GATHER DATA</th>
<th>WORK WITH DATA</th>
<th>PROVIDE DATA</th>
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<tbody>
<tr>
<td><strong>TIER ONE</strong></td>
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<td>Data Providers</td>
<td>Partners/Collaborators</td>
<td>Data Consumers</td>
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Spectra of Audience Data Resource Capacity

- **Expert Guidance**
  - MORE: Does the data need to be accompanied by direct expert support?
  - LESS

- **Specificity**
  - MORE: Does the data need to answer a specific question?
  - LESS

- **Processed Formatting**
  - MORE: Does the data need to be processed into a user-friendly tool?
  - LESS

- **Detail**
  - LESS: Does the data need to have detailed attributes and geography?
  - MORE

- **Machine-Readability**
  - LESS: Does the data need to be machine-readable?
  - MORE