

City of Columbus Personas

Jack (Construction Professional)

Construction Project Manager



Background

- Average computer experience
- 45 years old
- College educated
- Visits the Paving the Way site once or twice per month, but also subscribes to Twitter and Facebook feeds.
- Views the Paving the Way site mainly indoors (at work) on his desktop.
- Interested in the priority level of projects
- Interested in receiving updates from Paving The Way during emergency road closures, delays, or detours.

Tasks

1. Obtain current, reliable information regarding construction projects in specific areas of the greater Columbus area.
2. Determine if a specific project has started or finished.

Sally (Motorist, Cyclist)

Landscaper



Background

- Average computer experience
- Obtains traffic information mostly from radio, TV, dynamic message signs, and increasingly uses smartphone-based Google Maps

- 40 years old
- College educated
- Views Paving the Way site mainly indoors (at home) on her laptop, but sometimes uses her smartphone or tablet device.
- Interested in receiving updates from Paving The Way during emergency road closures, delays, or detours.

Tasks

1. Obtain current, reliable information regarding construction projects in specific areas of the greater Columbus area, including those relating to cycling.
2. Contact the City of Columbus with comments and questions.