



User personas example

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Membership operations director

2



"I need to efficiently increase engagement and deliver greater value to members." 3

Rob Neville

Rob is the operations director at a professional membership organisation. He is responsible for a team of 30 tasked with recruiting, engaging and retaining members. Early 40s. Married with children. Enjoys running and cycling. 4

Motivations / influences 5

- Passionate about the membership sector and his organisation.
- Wants to be seen as a leader in the membership sector.
- Achieving a great work/life balance.

Goals and objectives 6

- Enabling his team to deliver a consistent, high quality service.
- Maximising member engagement.
- Increasing membership numbers.

Key tasks and scenarios 7

- Optimising membership management workflows.
- Managing delivery of membership benefits, communication and events.
- Understanding and reporting on member engagement.
- Making strategic investments to enable membership excellence.

Opportunities 8

- Create a member-focussed organisation.
- Capture member interactions in membership database. Use data for strategic decision making.
- Use deeper understandings of contacts to personalise communications and maximise engagement.
- Make jobs easy to learn and do.. Systems should make it difficult to make mistakes.

Fears and frustrations 9

- Poor quality tools limit ambition. *Use a flexible digital platform approach. Choose an architecture that enables components to be changed if better options become available in the future.*
- Data is stored and managed inconsistently. *Build the digital platform around a central hub of people/organisation data. Provide a single source of truth.*

Key

1. **Title** – to succinctly describe the audience group.
2. **Photo** – to make each persona more memorable.
3. **Summary sentence** – a headline summarising the needs of this persona.
4. **Name and background** – to help visualise someone in this audience group.
5. **Motivations / influences** – what inspires interaction with the organisation.
6. **Goals and objectives** – broad outcomes this audience group wants.
7. **Key tasks and scenarios** – steps likely to be taken to achieve the goals and objectives.
8. **Opportunities** – things we can do to deliver added value.
9. **Fears and frustrations** – anything that gets in the way. We also note how we address these (or plan to).

This document is an example persona.

See [User personas: what they are and how to build them](#) for the full context.



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