

Internal User (Direct Service Provider) Example

Job title	
Where they work	
For whom are they accessing information?	

Income Level

Under \$25k		\$50k to \$74,999		\$100k to \$150k	
\$25k to \$49k		\$75k to \$100k		\$150k+	

Where and when and with whom are they are looking up the information?

Channel they access information ("X" all that apply)

Website through laptop/desktop		Brochure/flyer	
Website through tablet		Business card/wallet card	
Cell phone		Call to another party (211, 311, etc.)	
Through a work software system, e.g., EHR, client management tool, etc. (be specific)		Other (be specific)	

What types of services are they most likely to need?

Basic Needs: Food & Shelter		Medical/Dental	
Basic Needs: Other		Jobs/Internships	
Education: after-school/summer programs		Financial incl. credit, debt, foreclosure, etc.	
Education: Academic enrichment		Legal services	
Education: STEM		Other	
Other		Other	

Any specific programs are services that are important to note for this audience?

What features would be important to this audience in an ideal solution?

External User

Brief description	
With whom do they live?	
For whom are they accessing information?	

Income Level

Under \$25k		\$50k to \$74,999		\$100k to \$150k	
\$25k to \$49k		\$75k to \$100k		\$150k+	

Where and when and with whom are they are looking up the information?

Channel they access information ("X" all that apply)

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Website through tablet		Call to another party (211, 311, etc.)	
Cell phone		Other (be specific)	

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Education: after-school/summer programs		Financial incl. credit, debt, foreclosure, etc.	
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Other		Other	

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What features would be important to this audience in an ideal solution?