

# Alice Johnson, 27

## Motivated Digital Marketing Officer

### Status

Alice works in a medium sized government agency. She reports directly to the Head of Media and Communications.

*"I need to focus on the marketing side of the website - not the technical".*

### About Alice

She is the person who does the initial research when her organisation is looking to engage a new website / digital services provider.

She update the website herself but is not technical. She has a thorough understanding of the marketing aspects of her organisation but not the technical side of websites.

Alice has worked most in government since graduating from university.

### Traits

- Energetic
- People person
- Ambitious



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### Personal goals

To avoid any large issues with the website that would reflect badly on her. Since she does the initial research, she doesn't want her boss to think that she's found a bad vendor.

She wants the website to flourish from a visual and content point of view and doesn't want to get entangled with the technical side of the website.

### Potential barriers

In 2015, Polished Pixels was responsible for large / multi-month projects but was just for one client.

- The lack of a high number of past client logos may be a concern for a Alice.
- Polished Pixels may be perceived as a one man band and not capable of taking on a government client.

### Site usage goals

Alice wants to see past work that Polished Pixels has completed, for similar organisations.

She is more interested in the outcomes of past projects than she is in testimonials.

Alice would review these website in this order:

- Homepage to see what Polished Pixels does
- Case studies (particularly the outcomes of the case studies)
- Services (to confirm they do what she needs)
- Contact us (to see where they are located)
- If Alice finds the business case builder tool then she may like to use that - although her own template is quite specific to her org.
- She is only interested in ball park pricing at this point - and is not expecting to get a fixed price quote from the website.
- Alice is unlikely to make contact until she has reviewed more websites.

### How can we help her?

Make it easy for her to find case studies of past website work done for a government organisation. If she can't find a government client then the next best thing is an example of work done with the CMS named Squiz Matrix.

We can help her by providing material that she

can use in her business case. She need to do some internal selling so if we can provide material, especially hard facts, that would help her build her business case. Other material could include:

- PDFs
- Word docs that could be further developed.
- Spreadsheets of offering comparisons

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**PolishedPixels**