



DRAFT

City of Salinas
Open Data User Personas

City of Salinas
Open Data Committee
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Users of Open Data

As publicly available information becomes more prevalent, different types of users and programming are beginning to emerge. City of Salinas staff conducted a number of study sessions and solicited user feedback to answer a few questions:

- What do potential users understand about open data?
- What are people's perceptions of Open Data resources?
- How do people access and use information to draw conclusions, make decisions, and solve problems?
- What does using open data look like?

A survey of open data personas and previous community surveys was also done. The results indicate it is difficult for a resident of a city to meaningfully engage with an open data portal without some sort of data analysis training. Therefore, an open data portal should be designed to engage with users that have varying levels of analytical expertise. User's technical expertise should also be considered during portal design.

Naturally Occurring User Personas

To date, three naturally occurring user personas have surfaced: data viewer, data consumer, and tech entrepreneur. These were identified based on a review of user personas released by other agencies and cities from around the country and our study sessions. Over time, we anticipate an update or revision to the personas we have developed. Continuous outreach should be conducted to provide all residents with an opportunity for input to this process. The table on the next page provides an overview of the three naturally occurring user personas, including their potential job titles, expertise, and their potential use of open data.

User	Data Viewer	Data Consumers	Tech Entrepreneurs
Broad Definition	Seeker of information for specific use	These users work for a public agency or Nonprofit and either provide direct services or advocate for their communities	Uses data in their professional life
Job Title (s)	Students, Entry level nonprofit or government employees, general public	Nonprofit Employees, City Employees, Analyst, policy advisor, planners, department head, engineer. Can include job descriptions from executive director to program manager	Software engineer, web developer, UX designer, product manager
Training	Little to no training, but they can comprehend graphs, charts, or maps. The creation of customized visualization products is limited. Understanding of the data itself may be limited, as well.	These users either have a degree that includes data analysis training or have sought professional development opportunities to learn the skills necessary to access open data systems. These users tend to have a wide range of data skills. Individuals who are more likely to use the Open Data Portal have some level of	These users typically work in the private sector and might hold a post-baccalaureate degree in engineering, computer science, information technology, or web development.
Skill Level	Novice to Intermediate	Novice to Intermediate	Intermediate to Advanced

<p>Use of the Data</p>	<p>Mostly utilizes predefined visualizations. Responds better to “Story telling” with data as a support product.</p>	<p>They are generally comfortable reading data in different formats (graphs, tables), even if their data analysis skills are not as technically advanced as a Tech Entrepreneur. This group of users most likely knows that the city’s open data portals exist, and some users under this category are comfortable downloading and working with the datasets available on them. These users will analyze the data to make data-driven policy recommendations or programmatic decisions. They sometimes assume the role of data champion to encourage data-driven decision making in their own department, or help others in their department use analytical tools.</p>	<p>They are extremely comfortable working with data in different software environments and have no problem navigating the city’s Open Data Portal or GeoHub.</p>
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