CCA Discovery – Personas/User Types
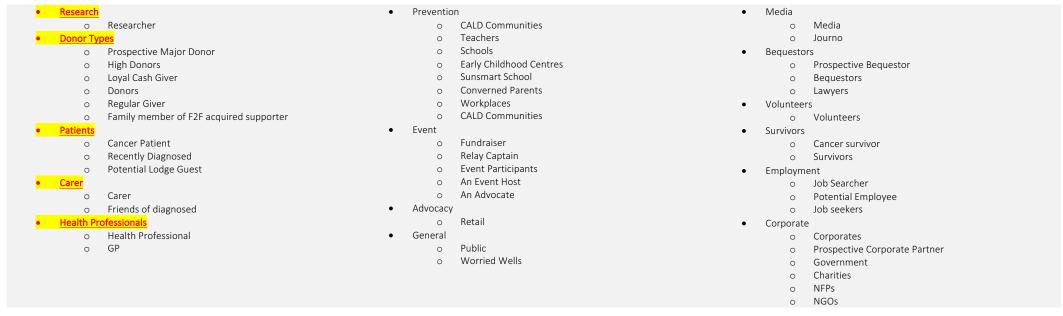
Workshop Personas

Kick-off workshop activities uncovered several user types, this was then followed by a prioritisation activity which resulted in the highlighting of 6 key user groups as denoted below based on traffic volume and importance to the business.

- **Patient**
  - o Potential
  - o Self Assessment
  - o Current
- **Carer**
  - o Professional
  - o Family
  - o Indirect
- **Donors**
  - o Occasional
  - o Regular
- **Volunteers**
  - o Events
  - o Advocacy
  - o Office

- **Health Care Professionals**
  - o GPs
  - o Oncologists
  - o Dieticians
  - o Pathologist
  - o Fitness/Physio
- **Researchers**
  - o Current
  - o Potential
- Events
  - o Organisers
  - o Participants
  - o Supporters
- Cancer Council Staff
  - o Current
  - o Potential

- Call Centre Nurses
- Shoppers
- Students
- Journalists/Media
- Educators
  - o Schools
  - o Teachers
- Lawyers/Executives
- Government
  - o Federal
  - o State
  - o Local

Cutting Edge Personas

The Cutting Edge research allowed us to uncover further user groups as shown in the below table. We cross-referenced these with the primary groups uncovered in the workshop and highlighted the primary user types.

- **Research**
  - o Researcher
- **Donor Types**
  - o Prospective Major Donor
  - o High Donors
  - o Loyal Cash Giver
  - o Donors
  - o Regular Giver
  - o Family member of F2F acquired supporter
- **Patients**
  - o Cancer Patient
  - o Recently Diagnosed
  - o Potential Lodge Guest
- **Carer**
  - o Carer
  - o Friends of diagnosed
- **Health Professionals**
  - o Health Professional
  - o GP

- Prevention
  - o CALD Communities
  - o Teachers
  - o Schools
  - o Early Childhood Centres
  - o Sunsmart School
  - o Converned Parents
  - o Workplaces
  - o CALD Communities
- Event
  - o Fundraiser
  - o Relay Captain
  - o Event Participants
  - o An Event Host
  - o An Advocate
- Advocacy
  - o Retail
- General
  - o Public
  - o Worried Wells

- Media
  - o Media
  - o Journo
- Bequestors
  - o Prospective Bequestor
  - o Bequestors
  - o Lawyers
- Volunteers
  - o Volunteers
- Survivors
  - o Cancer survivor
  - o Survivors
- Employment
  - o Job Searcher
  - o Potential Employee
  - o Job seekers
- Corporate
  - o Corporates
  - o Prospective Corporate Partner
  - o Government
  - o Charities
  - o NFPs
  - o NGOs

Persona Hypothesis

The nature of the Cancer Council's role in the community requires empathy and understanding due to the areas they focus on. Visitors can be vulnerable and want the Cancer Council to not only offers accurate information, but do so in an understanding matter.

This aligned really well with our workshop findings around what the key user groups were, and hence by cross-referencing existing Cutting Edge research to the workshop we arrived at three core behavioural personas who have priority in terms of the content architecture and importance to the business. The core concept and recommendation from Bliue and Cutting Edge was to speak directly to "users" in a more humanised framework rather than speaking via the sterile "structure" of the content. This document explores and profiles these key users.

Patients & Carers	Health Professionals & Researchers	Donators & Volunteers

Cutting Edge research proposed as a hypothesis that the homepage needs to be reconstituted to offer the major audience types a clear understanding that this website caters for them.
In doing so, they envisaged offering three sections that present the larger audience groups a clear understanding of what is available for them. These include:

- o **Dealing with Cancer**
  - Prevention
  - Education
  - Patient Support
- o **Health Professionals**
  - Knowledge Centre
  - Research Centre
  - Projects
  - Grants and Funding
- o **Support us**
  - Fundraising
  - Volunteer
  - Donation options
  - SunSmart Shop
  - Gifts for will
  - Corporate Partnership

Behavioural Personas

Patients & Carers

General Overview	People affected with cancer who are seeking advice, guidance and support for themselves or a love one.
Demographic	60%-70% Women
Age	30-60
Sub-Groups	Patients and their support network including: • Carers • Support People • Families
Content Expectations	• Easy to find information relevant to their situation. • Information that is easy to digest. • Clear calls to action relevant to the information at hand. • Want CC to understand my circumstances. • Information that is up to the minute, accessible, relevant.
Perception of Cancer Council	A factual source of information and a supportive network.
Pain Points	• Overwhelming amounts of material and options; don't know where to start. • Alienated by the tech and science speak. Require more plain speaking and understanding. • Remote location and isolation.

Information features and activities needed to please this group online:

1. Easy to find specific cancer information related to the condition affecting them or their loved ones
2. Helpful guidance around carer support and next steps need
3. Relevant and easy to understand
4. Personalised, understanding and with a human touch
5. Supportive and on-going

Health Professionals & Researchers

General Overview	• Professional service for counsellors, Doctors, Nurses, etc. that require factual information for research on behalf of their client/patients. • Groups looking for research information, grant funding support and research guidance.
Demographic	Male/Female Split
Age	25-60
Sub-Groups	• Health Professionals (GP's, Clinicians, hospital based) Health Practitioners • Practice Managers • Treatment teams • Nurses (25+, 85% women) • Oncologists (specialists) • Researchers • Academics • Students • Partners • Grant applicants • Funding bodies • Health practitioners
Content Expectations	• Easy to find information relevant to their situation • Information that is up to the minute, accessible, relevant • Information I can easily save or forward • Quality clinical information
Perception of Cancer Council	A factual source of information, however it's hard to find what we're looking for.
Pain Points	• Overwhelming amount of material and options; don't know where to start • Don't feel any of the information is tailored to my group • Content not structured for my thinking and search style

Information features and activities needed to please this group online:

1. Tailors content relevant to my groups thinking and approach to information.
2. Facts and figures quickly
3. Related links to patient content – my content needs are not their content needs, but I often need to share information with them
4. Want to save content relevant to my needs
5. I want be kept abreast of what is happening in terms of research
6. Easy understanding of available grants and how to apply

Supporters

General Overview	• Audience want to make a difference and support a worthy cause either directly or through a campaign or fund raising. Bequests and trusts looking to offer support. • People who want to take a more active role in supporting CC
Demographic	Male/Female split, more female than male
Age	16+
Sub-Groups	• General donors • Bequests/ high value donors • Challenge peers • Schools • Workplaces • Small donations • Potential donors • Fundraising supporters • Prospective volunteers • Event participants • Community engagement • ~30,000 volunteers currently in NSW
Content Expectations	• Want to know where my funds go • Want a local perspective from CC • A short easy donation process • Want ease of use for online fundraising tools • Processes that support the campaigns I'm familiar with • Tools that support me doing my work for CC • Want to know where the funds go
Perception of Cancer Council	A worthy cause who is professional and well regarded. However not seen as local and more aligned with national than next door
Pain Points	• Donors need to know where their funds are going and how it is making a difference to ensure better understanding of the importance of their contribution. • Don't contact me too much • I want to know that my efforts are making a difference and that I'm a key part of the team. Tech issue are a road block to me doing an effective job

Information features and activities needed to please this group online:

1. Easy to use donation process that accepts my donation with a minimum of personal information
2. Shows me how my donations are making a difference in my location
3. Allows me to share my good work with my friends and family
4. Integrates with my processes (Facebook, mobile, etc.) doesn't make me adapt to yours.
5. I want to be kept abreast of what is happening in terms of how my donations are making a difference
6. Show me the difference my efforts are making.
7. Offer me tools that will make all our jobs easier.
8. Give me somewhere to share insights more often – remember I'm often at the coal face.
9. Give me a voice that I can us to attract more support.