Persona Profile

			Personal story / biography
Name	Dan		
Age	33		Dan found out he was HIV+ five years ago after going through a breakup with his then-boyfriend David. He learned all that he could about the disease so that he knew how to live with it effectively. He's healthy, undetectable, and works to stay that way.
Gender	Male		
Education	Some College		
Occupation	Executive Assistant		His first interaction with TPAN was when he got tested five years ago. Since then, he's participated in their support group services, has used their case-management services to navigate the healthcare system, and has participated in several fundraising events.
Area of residence	Edgewater		
Income	$47K		
Home life	Dan is single at the moment, but dates casually. Lives with 2 roommates in a large house in Edgewater.		
Ethnic / cultural background	Caucasian (Irish) Originally from rural central Illinois.		
Hobbies / recreation	Dan loves to hang out with his friends, whether at a favorite Boystown haunt, going to the movies, or going to the beach in the summer.		
What problems keeps him/her up at night?	Making ends meet. Managing his health and medication.		
Personal attributes	Hard working, fun-loving, loves to travel.		
Personal goals	To finally meet that special guy and settle down, and move to a rehabbed greystone in Andersonville.		

Persona Profile

Name	Jade	Personal story / biography
Age	17	Jade came out to her parents as a trans-woman eight months ago, and things didn't go well. Her parents kicked her out of their home at the start of her senior year of high school, so she had to drop out.
Gender	Trans-woman	
Education	High School Dropout	
Occupation	Unemployed	She came to Chicago to seek out acceptance, a sense of belonging to a community of others like herself, and to find her place in the world.
Area of residence	Homeless shelter in Uptown	
Income		Jade is HIV negative, but gets tested regularly, which is where she first heard about TPAN.
Home life	Living in a homeless shelter since she came to Chicago after being thrown out of her family home in Elgin after coming out to her family as a trans-woman.	TPAN helped Jade get involved in a trans-youth group, helped her find a shelter that is more accepting of trans-youth, and provides her with mental health counseling to deal with her ongoing ordeal.
Ethnic / cultural background	Mixed-race African-American and Hispanic	
Hobbies / recreation	Jade loves to keep up with her friends, both old and new, on facebook, which she accesses at the Public Library. Loves to make beaded bracelets and making new clothes from old clothes and remnants.	
What problems keeps him/her up at night?	Unemployment. Being homeless. Finding safe spaces. Being accepted/rejected by people that she meets. Knowing her HIV status.	
Personal attributes	A bit of a fashionista. Can make something fashionable out of old clothing & scrap materials.	
Personal goals	Get her GED. Get a job. Move out of the homeless shelter into a stable apartment. Eventually go to college at Columbia College Chicago to study fashion design.	

Persona Profile

Name	Amanda	Personal story / biography
Age	22	Amanda grew up in the Chicagoland suburb of Orland Park, and attends DePaul University where she majors in Social Work. She loves helping people. As part of her major work, she has to perform service hours at a non-profit community agency. Amanda volunteers at TPAN for her service hours because her uncle is living with HIV, and she wants to get involved with the community. She finds working with TPAN clients rewarding. She first heard about TPAN from her uncle, who lives in the city.
Gender	Female	
Education	Senior at DePaul University, Majoring in Social Work	
Occupation	Volunteer	
Area of residence	Bridgeport	
Income		
Home life	Lives in a 3-flat in Bridgeport with her boyfriend, Seth.	
Ethnic / cultural background	Caucasian Originally from Orland Park, but loves living in the city.	
Hobbies / recreation	Bargain hunting. Camping. Traveling.	
What problems keeps him/her up at night?	Homework, writing papers, studying. Finding work after graduation.	
Personal attributes	Loves to cook for her boyfriend and friends, but doesn't often have time. Loves hanging out with her BFF and talking over a bottle of wine.	
Personal goals	Graduate in the spring, find a good-paying and rewarding job. Eventually buy a house.	

User Case Scenarios

	What is the story of how they found out about the site? How did they get to the site? On what device?	What did they do when they were on the site?	How did their viewing experience finish? Did they find what they were looking for? Did they do anything afterwards related to the company, like go to the restaurant after viewing the online menu?
Scenerio #1 Dan	Dan heard about TPAN from a pamphlet at a gay bar in Boystown. He later went to the site to find out where to get tested. He accessed the site on his desktop.	Find out testing locations and times. Later found out about other support services available from TPAN.	After finding the information he needed, he closed the tab. Dan found the information he needed, and went for testing. Dan visited the TPAN offices to get tested. He has returned many times since to utilize other services available from TPAN.
Scenerio #2 Jade	Jade heard about TPAN from an employee of the homeless shelter where she stays. Jade visits the site from the desktop computers at the Chicago Public Library.	Found out testing locations and times. Found out about other support services, such as the youth group she belongs to.	Jade found the resources she was looking for, and later contacted TPAN on the phone, and by visiting their offices in person.
Scenerio #3 Amanda	Amanda heard about TPAN from her uncle. She visited the site initially on her mobile device, and later on her laptop.	Amanda found out about volunteer opportunities with TPAN.	After finding the information she needed for volunteering with TPAN, she later contacted them by phone, and then visited the offices in person.

Necessary Page Goals

Page	Goals	Necessary Page Elements
Home	Provide an overview of services and events, showcase sponsors, connect visitors to services.	Header, clear navigation, carousel with text element, information 'cards', footer navigation
Find Services	A list of services that can be filtered by type and area.	
Get Tested	Information about testing sites and times.	
Events	Provide information about upcoming events.	
Opportunities	Provide information about career opportunities and volunteer opportunities.	