Synthesizing user data

Personas

Novice designer looking for connections and resources

Newbie Lucy/Lewis

Position
Young designer, digital

Age
18-29

Quote
"I couldn't really tell if AIGA is for me ... I've heard good things about the org, but it would be nice to have information about who should join AIGA and why."

"I'm still figuring out my career but I have a lot of interests."

Motivation
Lucy/Lewis is a young designer with lots of interests, like illustration, photography and design. They are still figuring out their careers. They've heard of AIGA AZ but don't really know what it's about.

Goals
- Learn new skills
- Learn more about their career
- Meet other design professionals

Frustrations
- Doesn't want to make a big commitment
- Careful about spending money and not sure about membership
- Has many interests outside of design and still figuring out what it means to be a designer

Experienced designer looking for connections

Professional Penny/Joe

Position
Early to mid-level designer, developer, illustrator or UX designer

Age
30-49

Quote
"I like to be involved with the design community and people with similar interests."

"It's been a while since I visited, but the design is pretty nice! I like that it's bright and approachable, and it seems mobile-friendly."

Motivation
Penny/Joe have been working for some time. They are confident in their skills but know there is always more to learn. They want to connect with other designers to build their network and see what might be next in their career.

Goals
- Meet other design professionals
- Attend interesting events and workshops
- Get resources for their career, including job postings

Frustrations
- Don't hear about events with enough time to register, or find that events are sold out.
- Would like to find more events and resources on the AIGA AZ site.
- Might only get AIGA AZ information from email newsletters and social media.

Eager Eloise/Edward

Position
Early to mid-level designer,
developer, or UX designer

Age
30-49

Quote
"I'm at a point in my
career when I want to
give back and build on
my skills outside of
design. I think I might be
interested in leadership."

Motivation
Eloise/Edward are experienced designers. They feel
confident about their design skills and want to spend
some of their free time giving back to their
profession. They're interested in mentoring young
designers or even doing something out of their
normal role at work.

Goals
- Meet other design professionals
- Gain professional skills outside of design
- Use some of their free time to give back to
  the design community

Frustrations
- Wants to find easy ways to volunteer.
- Not certain about their level of time
  commitment — would like to know different
  options.
- Would like to understand the programs and
  events at AIGA Arizona but some of the site
  is confusing or outdated.

Leader looking for sponsorship opportunities

Business Bri/Brian*

Position
Agency owner, business owner or executive

Age
30-49

Quote
"I'd like to get more involved with the design community to promote my business."

Motivation
Bri/Brian are running a business, whether they own it or they have a high leadership position. They want to strategically partner with or support local agencies to get their company out in the community. They believe in supporting important local causes.

Goals
- Get PR from alignment with known design organization
- Recruit new talent
- Give back to the design community

Frustrations
- Doesn't have time to poke around a lot of different sites and pages for information.
- Prefers to have in-person conversations for partnerships and sponsorships.

*Note, this is not a profile based on responses to the survey but it is a user type identified from previous examination.