

PERSONAS- PEDAL POWER

Fictional descriptions of website users and their potential utilization of the site influenced by real-life participants.

Name: Kate Hetterle - Board member/Volunteer

Personal Background: Kate is a 40 year old, long time resident of Hackney who works full time as a teacher at the local primary school. While the workload can be tough, she appreciates her career because it gives her time and flexibility to be with her family. Not to mention the great community at the school and the many fantastic friends made over her time there.

Kate was introduced to Pedal Power through a friend and quickly found it to be a great event to bring her daughter to. Having been an experienced cyclist for many years and currently riding to work each day, she quickly took on the role of mechanic for the group's events.

Personal Internet/Computer use: Used predominantly for everyday tasks: ex. finding directions, networking, events and checking email. However Kate is comfortable with intermediate HTML/CSS due to informal projects at her school.

User goals: As a board member of Pedal Power, Kate is well informed on all happenings in the group. In fact she is often the one creating and running many of the events. Therefore the website will be the main vehicle through which she is able to share necessary knowledge in a concise and timely manner and reach out to the greater community.

Possible Tasks:

Blogging a new event related to all ability cycling

Updating pages of the site when new volunteers or board members join the group

Respond to questions about the event sent through the website or left in the comments field

Name: Brett Sullivan - *Supporter*

Personal Background: Brett is a 27 year old part-time university student working to complete his degree in anthropology at LSE (also near his flat). His schedule can be quite hectic, but enjoys his education and the variety of people, music and art he encounters in his daily adventures.

As a support worker for a young man named Steve with autism, Brett was looking for various events to attend. He heard about Pedal Power through another support worker and found it to be a great opportunity for Steve to socialize a bit and get some exercise. He rides his bike around London on a regular basis and finds it quite comfortable to help out at the events and also ride with Steve on the tandem and other two person bikes.

Personal Internet/Computer use: Owns a laptop; mainly used for Internet research, social networking and word processing.

User goals: As a supporter at Pedal Power the site is mainly used to check for new events to attend as well as any major changes in the schedule of Pedal Power.

Possible Tasks:

Checking blog for updates or upcoming events

Referring others to site for information about location and expectations/rules for event

Name: Mason Lindell - *Participant*

Personal Background: Mason is 31 years old and lives near Finsbury Park in assisted living flats. With a mild level of autism, he spends his time focused on projects of his own creation and working in a part-time position at his flat's office.

For the Saturday rides, Mason makes his way to the park by bus and a short walk. Not allowed bicycles where he lives, this event is both a great way for him to meet people outside of his flat and a chance to ride freely on a variety of bikes. Being quite comfortable on all the bicycles, Mason also trains and competes for the Special Olympics each year and does very well.

Personal Internet/Computer use: Used predominately for everyday tasks, such as checking email and surfing the Internet.

User goals: Mason relies on a close knit community to keep him informed on many of the all ability cycling events; however the site will be a good source to view any changes in schedule or information about previous and upcoming events.

Possible Tasks:

Viewing photos from a recent Pedal Power event

Checking blog for upcoming events or changes

Seeing what sort of bikes are used during the event and who the volunteers are