

A low-angle, black and white photograph of several modern skyscrapers reaching towards a dark sky. The perspective creates a sense of height and architectural grandeur. The buildings are composed of glass and steel, with their facades reflecting light. The lines of the buildings converge towards the top of the frame, creating a dynamic composition.

CENTRAL POLICE DISPATCH

PRIMARY & SECONDARY PERSONAS

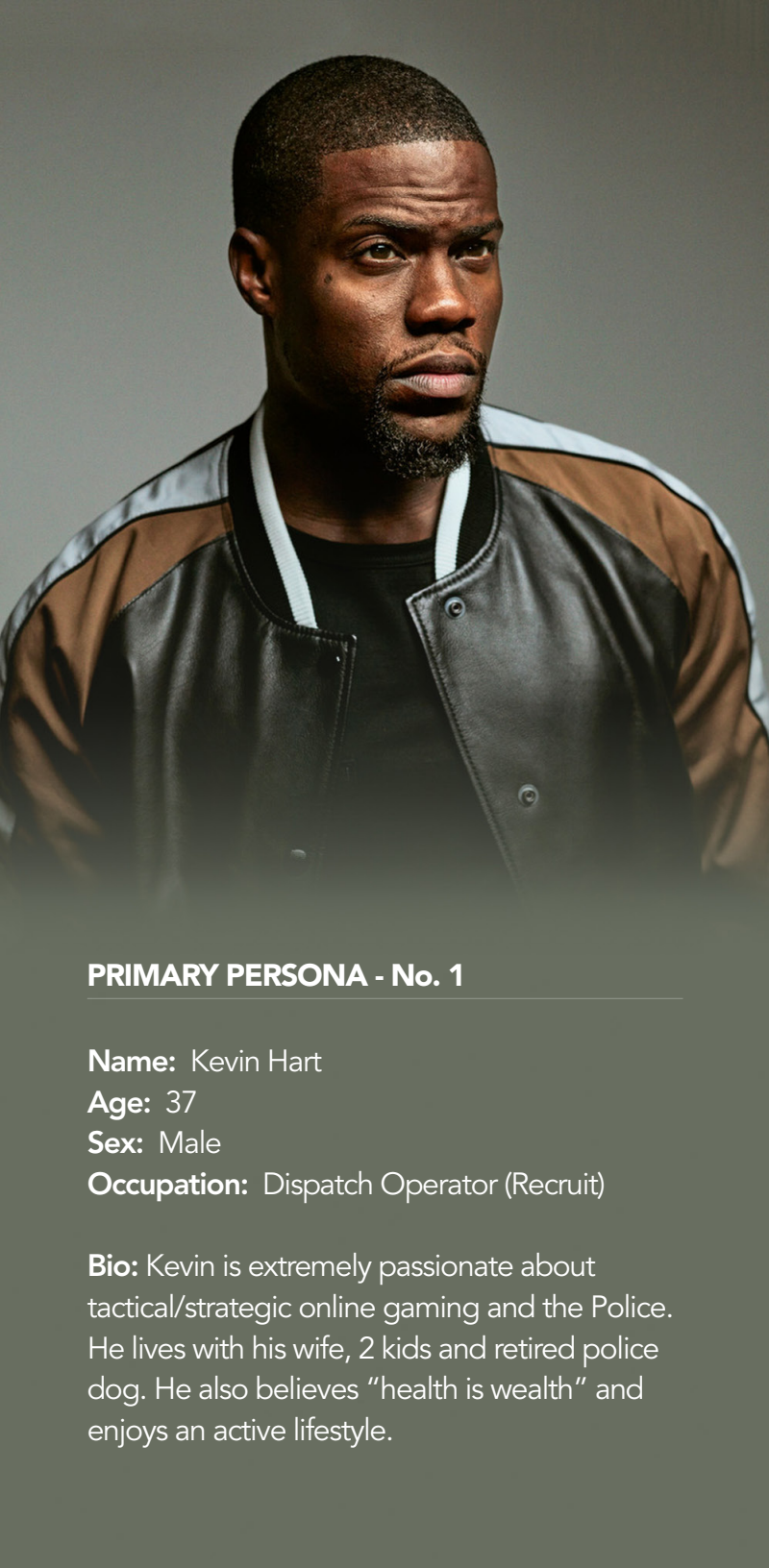
Tasks vs Skills

Tasks (user-flows):

- Capture the caller's details and nature of the call
- Determine and link duplicate calls
- Determine and escalate pranks calls
- Dispatch appropriate Police units
- Provide clear instructions and accurate directions.

Skills (required & nice to have):

- Hostage negotiation and excellent communication
- Previous Police experience outside of Central Dispatch
- Leadership and mentoring
- Strategic, analytical and tactical experience
- Geolocation and tracking.



PRIMARY PERSONA - No. 1

Name: Kevin Hart

Age: 37

Sex: Male

Occupation: Dispatch Operator (Recruit)

Bio: Kevin is extremely passionate about tactical/strategic online gaming and the Police. He lives with his wife, 2 kids and retired police dog. He also believes "health is wealth" and enjoys an active lifestyle.

"I want to use my online gaming skills to catch the bad guys!"

Goals:

- Learn more about how the Police dispatch process works
- Make better decisions based on quick access to vital information
- Have an overview of all available Police units and recourses to work with
- Be well-informed of what he need to do next.

Behaviours:

- Enjoys online games that have a strategic/tactical aspect
- Values relationships and likes being someone others can count on
- Shares knowledge and skills with team members to help them develop
- Gets satisfaction from doing a great job and helping the public.

Must haves:

- Shortcuts or quick launch keys
- Ability to search and filter information
- Ability to move around the user-interface quickly.

Must NOT haves:

- Windows or modals that obscure the user-interface
- An overly complicated interface that slows him down in high-pressure situations.



PRIMARY PERSONA - No. 2

Name: Meghan Markle

Age: 32

Sex: Female

Occupation: Police Constable (Injured)

Bio: Meghan recently suffered a major injury out in the field and wants to turn a negative into a positive by learning about the dispatch process. She enjoys hosting dinner parties for friends and family to relax and reconnect.

"I want to see the action from a new perspective"

Goals:

- Quickly capture caller details and the nature of the call
- Ability to trace prank calls for further investigation
- Get a better understanding of the entire dispatch process end-to-end
- Provide clear and accurate instructions/directions
- Co-ordinate resources from a distance without feeling disconnected.

Behaviours:

- Remains calm under pressure
- Extremely empathetic and has the ability to put herself in other's shoes
- Reassures people that they are in good hands
- Constantly wanting to learn and progress her Policing career
- Shares her front-line experience with others to help provide context.

Must haves:

- A checklist of questions to ask callers
- Ability to filter large amounts of information
- Ability to quickly find, edit and update calls
- Ability to determine and link duplicate calls within the system.

Must NOT haves:

- Purely textual interface (e.g. no graphs, imagery, visuals, etc.)
- Unwanted interface elements or distractions when completing complex tasks
- Confusing navigation or poor information architecture.



PRIMARY PERSONA - No. 3

Name: Rachel McAdams

Age: 37

Sex: Female

Occupation: Geolocation/tracking specialist

Bio: Rachel's natural problem solving and analytical skills lend themselves to finding the quickest routes and providing directions when needed. She's currently planning a 3 month snowboarding trip to Canada and Europe.

"I get people where they need to go quickly & safely"

Goals:

- Ability to provide directions via voice or text-message
- Ability to provide approximate times and distances
- Triangulate calls signals for callers that don't know their exact location
- Ability to evaluate alternate routes.

Behaviours:

- Natural problem-solver, there is always more than one way to accomplish tasks
- Loves the logistical challenges of getting people to their destination quickly.

Must haves:

- Mapping tools (e.g. distance, latitude, longitude, altitude, etc.)
- Ability to send updates sent to mobile phones/tablets
- Real-time analytics provided via GPS.

Must NOT haves:

- Inability to customize the user interface (e.g. re-arrange interface elements)
- Performance issues or delays when rendering maps and data.



SECONDARY PERSONA - No. 1

Name: Dwayne Johnson

Age: 44

Sex: Male

Occupation: Dispatch (Team Lead)

Bio: Dwayne is a former professional wrestler who enjoys supporting and mentoring his team of tactical professionals. He likes surfing, rock climbing, mountain biking and enjoys taking calculated risks.

"I want to support my team and enable them to succeed"

Goals:

- View the status and progress of calls
- Provide assistance to my team members
- Ability to jump in and take over when required (extreme cases only)
- Mentor, inspire and pass on knowledge.

Behaviours:

- Natural leadership skills
- Ability to convey complex principles and explain how things should work
- Loves motivating/supporting his team and seeing them grow
- Gets satisfaction from seeing others performing well and doing a great job
- Allows teams members the freedom to work to their strengths.

Must haves:

- Elevated user-privileges to perform supervisory tasks
- Ability to provide assistance and answer question quickly
- Knowledge of where he is within the interface (e.g. active states, breadcrumbs, etc.)
- Simple chat feature for communication and file sharing.

Must NOT haves:

- Bad design (e.g. poor proximity, contrast, alignment, readability, etc.)
- Unclear button labels and weak call to actions
- A design based on assumption and not what's really happening in the trenches
- Confusing jargon and technical terms without the ability to find out what they mean.



SECONDARY PERSONA - No. 2

Name: Sarah Rafferty

Age: 43

Sex: Female

Occupation: Quality Assurance Analyst

Bio: Sarah is a Data Scientist who loves using big data to improve processes. She has close working relationships within the Police and ensures team members have everything they need. She has people's best interests at heart.

"I want to ensure people have the resources they need"

Goals:

- Ensure proper Police protocols have been followed
- Ability to review cases and investigate ways to improve processes
- Ability to perform reporting/forecasting on all Police resources
- Produce reports and proposals for new equipment based on inventory usage.

Behaviours:

- Uses analytical data to make decisions
- Reviews calls and suggests ways to make improvements
- Extremely knowledgeable about the entire dispatch process (end-to-end)
- Routinely works in dispatch and in the field to get appreciation of what it's really like.

Must haves:

- Timestamps on all events
- Ability to export data to Excel for further analysis
- Voice recording facilities
- Ability to produce reports on a weekly/monthly basis from within the interface.

Must NOT haves:

- Full user-access (e.g. does not have the ability to edit information).



SECONDARY PERSONA - No. 3

Name: Bruce Willis

Age: 61

Sex: Male

Occupation: Special Unit (Tactical Comms)

Bio: Bruce is a well respected veteran who values the support and commitment of his team. He comes from a large family and likes to ensure his team goes home safely at the end of their shift. Rarely smiles - has a heart of gold.

"I work with special task forces to put tactical plans into action"

Goals:

- Receive/deliver accurate and up-to-date intelligence
- The ability to prepare units for what they can expect before arriving on location
- Provide directions via voice or sent directly to mobiles/tablets
- Co-ordination of resources and approximate time of arrival.

Behaviours:

- Likes to know what resources he has to work with
- Give clear and concise instructions
- Puts the safety of his team first
- Highly trained communication skills (negotiator) and bomb squad experience.

Must haves:

- Ability to share information securely
- Ability to share a common Police language and codes (e.g. 420 = officer down)
- Ability to receive, act upon and send updates.

Must NOT haves:

- Inability to break from normal user-flows in certain situations.