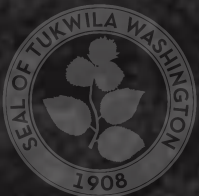


City of Tukwila Technology and Innovation Services

Customer Experience Journey workshop
and Persona interview Results



CITY OF
TUKWILA

Persona definitions



Administrative

Definition

These folks represent the traditional “information worker,” focused generally on in-office activities like reporting, communications, and facilitation.



Front Line

Definition

This persona, sometimes called a “deskless worker,” comprises people who perform most of their job activities outside the office – patrol officers, park services, and other similar roles that require them to be on the go in the city.



Emergency Services

Definition

This group is a collection of some traits from each of the above two, but with the key difference that they require higher levels of complexity, reliability, and availability. Their technology must mobilize with them in the event of an emergency or unplanned activity.

Administrative Persona



Profile:

Spend most or all of their time in an office; this proximity makes them most likely to rely on established relationships to resolve IT issues.

Mixed level of technical aptitude; some have very basic skills and others have more advanced capabilities than their current systems allow them to do.

Tech Aptitude



Attitudes and pain points:

Want to feel heard by TIS

Prefer personal contact

Feel like they are behind the times in terms of technology

Have a desire for tech training

There's a sense modern technology could solve many issues (upgrading hardware, software, connectivity, etc.)

Preferred contact:

In person, email

Technologies used



Microsoft Office suite



Email



Print/scan/fax



Role-specific software, such Perfect Mind, Eden, Class, O Court, Publisher, Laserfiche, Neogov



Some mobile devices (iPhone, iPad)



Technologies desired



A single integrated system such as SAP for inventory, payroll, work order, billing, etc.



Modern computing capabilities with updated hardware



Phone or online form for citizens to self-service transactions



Digitize systems to reduce paperwork



Protocols for saving data on GIS to ensure consistency and quality



Wi-fi, remote access to enable working from home



CITY OF
TUKWILA

"I want to know that TIS is listening, that they understand my problem." - Communications

Administrative quotes

“People throw around words like “the cloud,” – why can’t I just get things on my PC? I’m worried I’m going to be left behind, and I don’t want to look bad in front of my coworkers.”

- **Finance**

“People generally want to help themselves before bugging TIS.”

- **Public Works**

“There is a wide spectrum of technical abilities with employees - one size doesn't fit all.”

- **Communications**



Front Line Persona



Profile:

Work includes little technology; tasks are more manual/physical in nature.

Rarely/never use email.

Often filter their IT needs through a single point of contact – an Administrator persona within their department.

Want to do their work and go home.

Tech Aptitude



Attitudes and pain points:

Resistant to new technology training but see benefit in getting off paper systems

Feel technology should not create extra work for them; it should make it easier

Tech needs are generally very simple

Preferred contact:

Through an Admin persona (central contact)



Technologies used



Many tasks, such as staffing and timecards are conducted on paper



May use a shared computer in a central location



Utilize iPhones, but do not have a need for advanced applications



Many do not use email frequently



Technologies desired



Computer-generated records and billing



Online customer registration so the public can make their own bookings



Employee and public Wi-Fi in parks to create a more connected city



A work order system that replaces paper



GIS software for mapping irrigation, parking lots, etc.



Fleet maintenance and management software with real time data



CITY OF
TUKWILA

“We're on an island out here.” - Parks and Rec

Front Line quotes

“We have old technology and rely a lot on tribal knowledge to do our work.”

- **Public Works**

“Just get rid of the paperwork. Move forward with technology!”

- **Parks and Rec**

“I'm old. I don't like change. Change means slow.”

- **DCD**



Emergency Persona



Profile:

Work is a mix of in-office and in-field, so technology must mobilize with them.

Uptime of technology is critical to this persona, as any downtime can potentially be a real emergency; require a line to technology support 24/7.

Information must be communicated between the City, State, Federal government entities.

Tech Aptitude



Attitudes and pain points:

Since different entities are on different platforms and systems, much time is wasted on duplicate data entry; not sure who to go to for support

Overall very open to using technology to streamline office activities; most are tech enthusiasts

Due to requirements to disclose public information and their close proximity interacting directly with the public, privacy of data and information is a concern

Preferred contact:

Email/phone or via a department representative
24/7 access to TIS

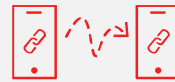
Technologies used



Department-specific software, such as Spillman, Sector, Coban



Office suite, email, and database services



Specialized mobile devices and wireless connectivity to support computers in fleet cars



iPhones for images and voice recording



Technologies desired



Data/system Alignment across organizations - Dispatch/Cnty/Evidence, Med/Fire, Cnty./St./Fed.



Online reporting for public to file police reports



Modernized, mobile computers with improved internet connectivity



Digitize paper documentation for improved efficiency



Fast reliable servers, specialized software



Wireless technology in vehicles providing access to key apps and files



Mobile apps to allow for better access to data systems on the go



CITY OF
TUKWILA

"Our citizens are relying on us." - Emergency Management

Emergency quotes

“The benefit of technology is to support and strengthen the ability of our city to respond to the needs of our residents.”

- **Emergency Management**

“Technology is supposed to streamline your duties and make it more efficient.”

- **Police Dept.**

“Our biggest need is the ability to use technology where we haven't used it before. There's so much more we could be doing with information sharing.”

- **Fire**



Thank you



CITY OF
TUKWILA