



History Enthusiast

Bill Jefferson



Age: 51

Occupation Accountant

Education Level Bachelor's Degree

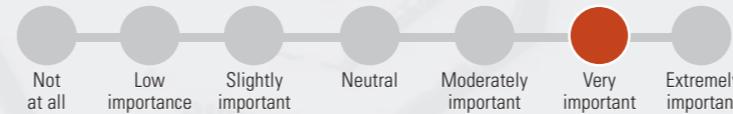
*My family wants to visit all of the Presidential Libraries, and we're excited to see the Eisenhower Library this summer.*

**Primary Goal**

I need to plan my Eisenhower Presidential Library visit online and want to know what we will see, what the hours are, and how to get there.

**Desired Features for Digital Platforms**

**Mobile-Friendly Experience**



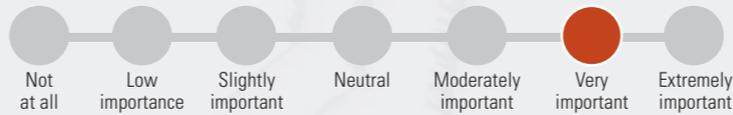
**Consistent Look and Feel**



**Interactive and Multimedia Content**



**Social Media**

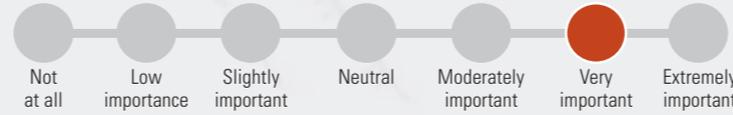


**Digital Platforms of Interest**

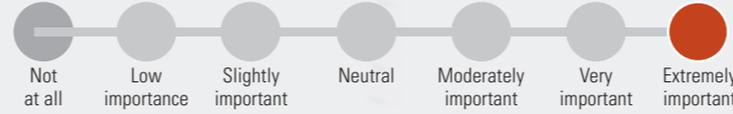
**Blogs**



**Mobile apps**

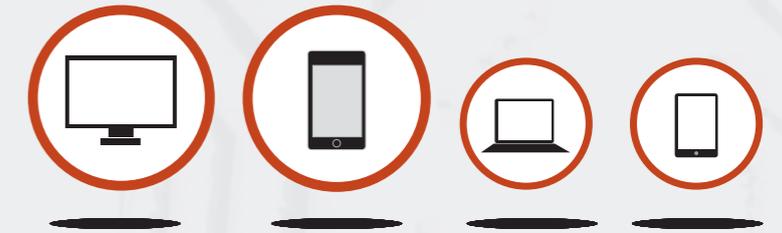


**National Archives Catalog**

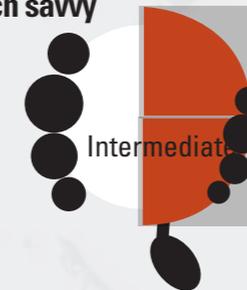


**Digital devices used**

Desktop (preferred), smartphone (preferred during visit), laptop, tablet



**Tech savvy**



**First touchpoint with NARA**

Google search for "eisenhower library"

**Top Google Searches**

- 1. eisenhower library 4. presidential records act
- 2. presidential libraries 5. reagan library
- 3. ronald reagan library 6. jfk library

\* Top search terms that pointed to a URL including "presidential-libraries"

**Related sites**

- 1. Mount Vernon 4. Wikipedia
- 2. Lincoln President Library 5. Trip Advisor
- 3. White House 6. Yelp

**Frustrations**

- I wish the text was more welcoming and less formal. I want to be inspired when picking my next family trip.
- It's hard for me to find information on the life of the President or photos to explore.
- I don't understand the relationship between the Presidential Libraries and the National Archives.

## HISTORY ENTHUSIAST

# Bill Jefferson

Male, 51 years old, Accountant

### USER STORIES

- As someone planning a visit, I want to know what the highlights are at different locations so that I can decide where to go.
- As someone planning a visit, I want to know the hours, if I need tickets, and where to get food so that we are prepared and my family has a good time.
- As a history enthusiast, I want to explore digital exhibits so that I can learn more and share facts with my friends.
- As a web user, I want to see lots of images of the White House, POTUS, FLOTUS, and historic moments so that I can explore and understand what history looked like.
- As a social media user, I want the online web presence of the libraries to be more welcoming and less formal so that I have an emotional response that inspires me to share content with my friends.
- As a social media user, I want to be able to take pictures in the exhibits to share my experience on my social platforms
- As a smartphone user, I want images to display across the screen so that I can see them clearly.
- As a smartphone user, I want text to be larger so that I can read it.
- As a smartphone user, I want all of the links to be large and clear so I click on them accurately with my fingers.
- As a parent, I want to find out what exhibits are kid-friendly so my kids will have a good time and learn something.
- As a mobile user, I want to be able to easily check the museum's website while we are on our road trip so that I can get logistical details like hours, address, and attractions that will help me determine if it is worth our time to visit.
- As a Facebook user, I want to be able to share our experience at the museum with my friends so other people will learn more about how great American history is.
- As a Twitter user, I want to engage with the museum (and the President's legacy) so that I can talk about our experience there and tag the museum.
- As a parent and a mobile user, I want my kids to be able to have a fun mobile experience so that we make memories together.
- As a history enthusiast, I want to discover interesting trivia so that I can feel smarter.
- As a father, I want to see a kid-friendly page with fun White House facts so that my kids can have fun exploring history.

