

WILLIAM

The History Enthusiast

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.

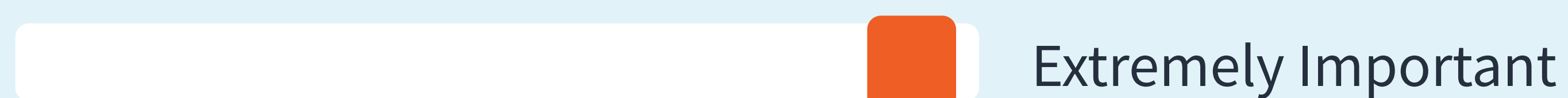
I don't understand the relationship between the Presidential Libraries and the National Archives.

Desired Features

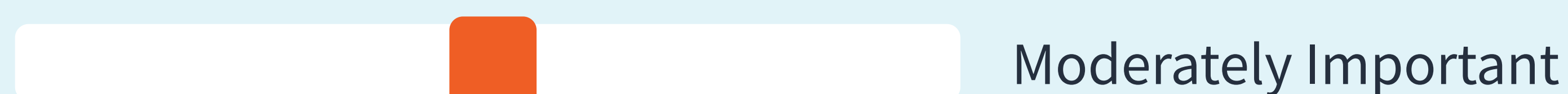
Mobile-Friendly



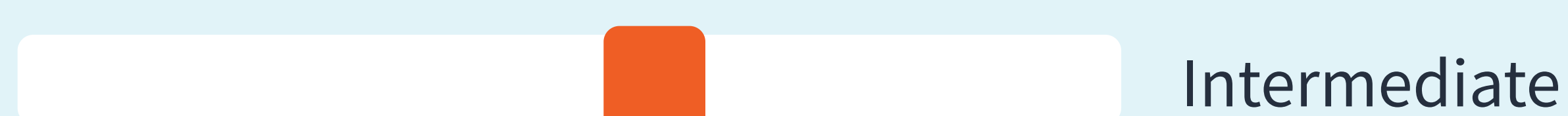
National Archives Catalog



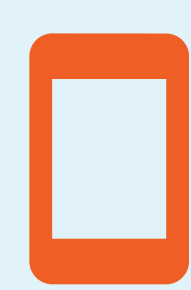
Consistent Look and Feel



Technical Expertise



Devices Used



Mobile



Tablet



Desktop

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

User Stories

I want to know what the highlights are at different locations so that I can decide where to go.

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.

I want to explore digital exhibits so that I can learn more and share facts with my friends.

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.

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.

I want to be able to take pictures in the exhibits to share my experience on my social platforms

I want images to display across the screen so that I can see them clearly.

I want text to be larger so that I can read it.

I want all of the links to be large and clear so I click on them accurately with my fingers.

I want to find out what exhibits are kid-friendly so my kids will have a good time and learn something.

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.

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.

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.

I want my kids to be able to have a fun mobile experience so that we make memories together.

I want to discover interesting trivia so that I can feel smarter.

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



The U.S. National Archives and Records Administration
www.archives.gov/digitalstrategy/personas