

# 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

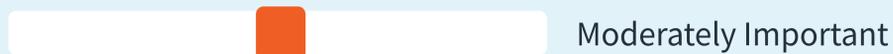
Mobile-Friendly



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](http://www.archives.gov/digitalstrategy/personas)