

GoGuardian Admin Proto-Personas

GGA Proto-Personas

The following proto-personas are based on a mixture of assumptions, User Research, stakeholder interviews, and desktop research. They're not statistical personas and should be considered a start, not a final set of personas.

Super Admin

Complete filter and monitor access.



Mandy the IT Manager



Ivan the IT Manager



Tania the Tech Director



Linda the Librarian/Tech Director

Admin

Complete filter and monitor access. Can't set permissions.



Abe the IT Admin



Isis the IT Admin

Monitor Only

Complete filter and monitor access. Can't set permissions.



Peter the Assistant Principal



Edwin the English Teacher



Connie the Counselor

No Access

No access, but can see activity in reports.



Sue the Student



Pedro the Parent



Sam the Student

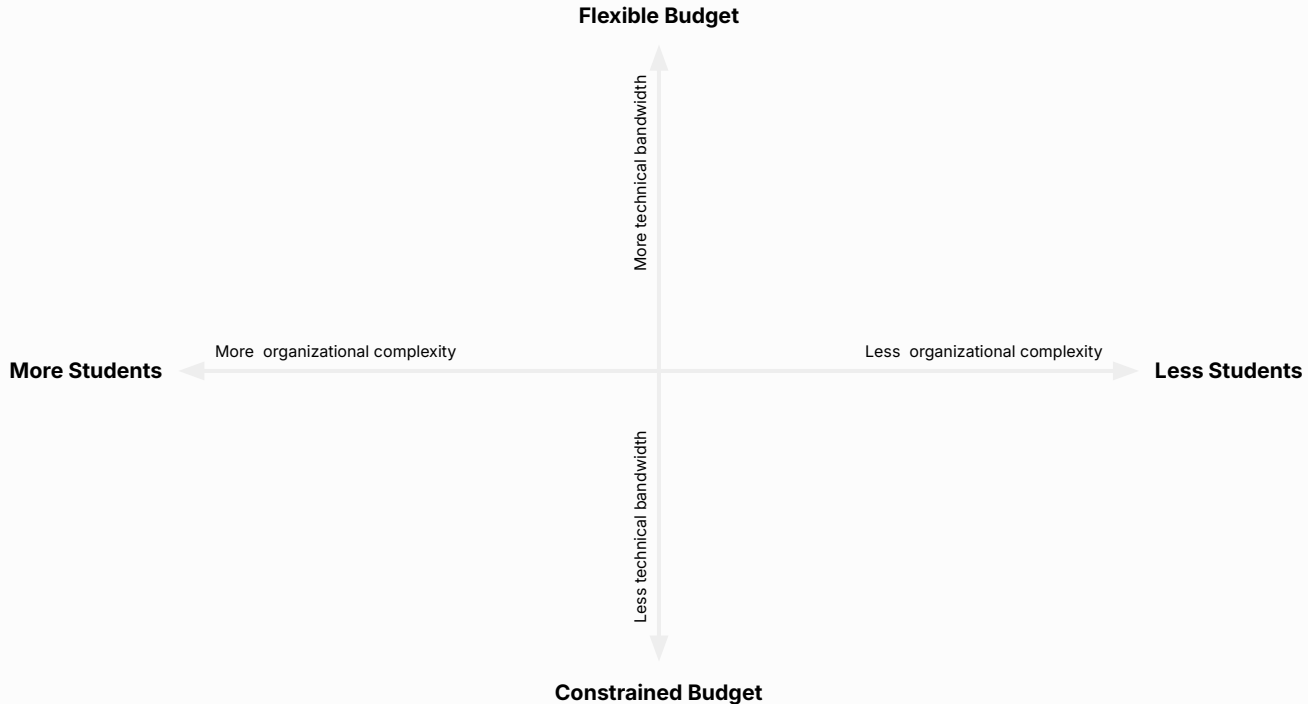


Pat the Parent



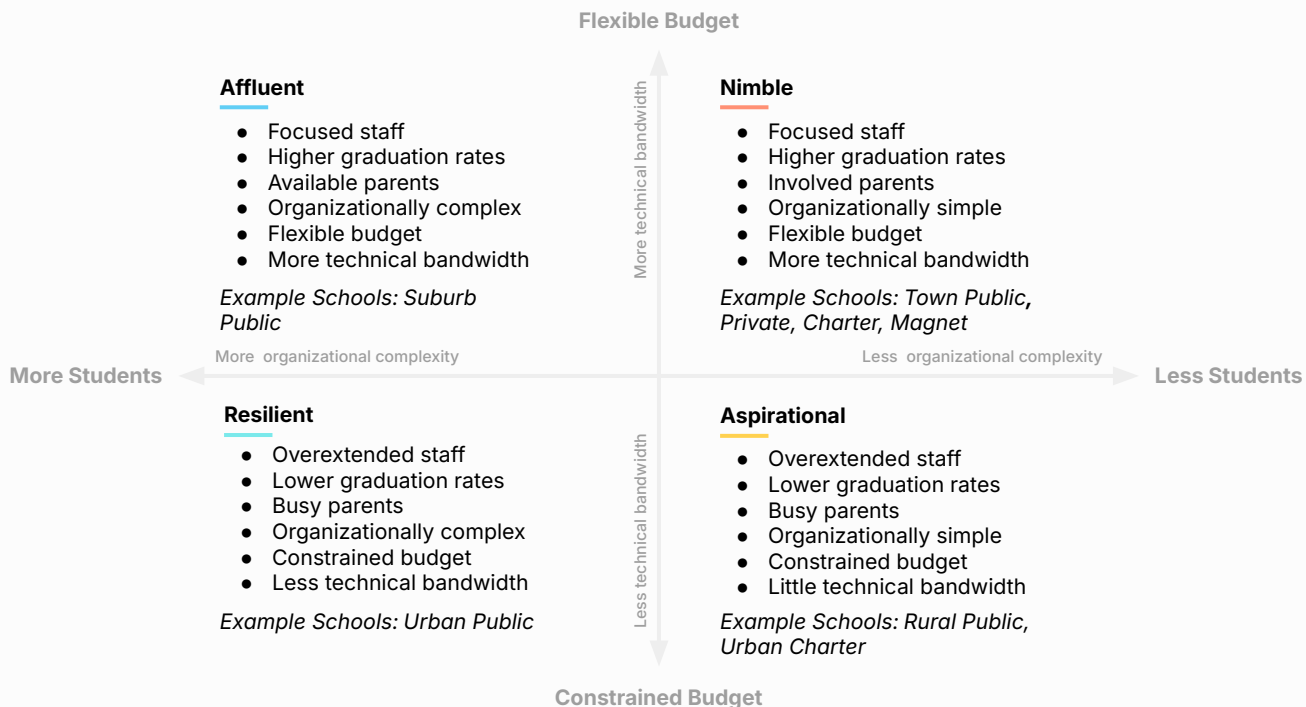
School Context Matters

An additional way to think about our users' needs is to map various school types across a 2x2 spectrum. The X-axis shows the resources a school might have (often correlated with enrollment numbers), while the Y-axis shows the technical bandwidth a school might have (often correlated with the flexibility of a school's budget).



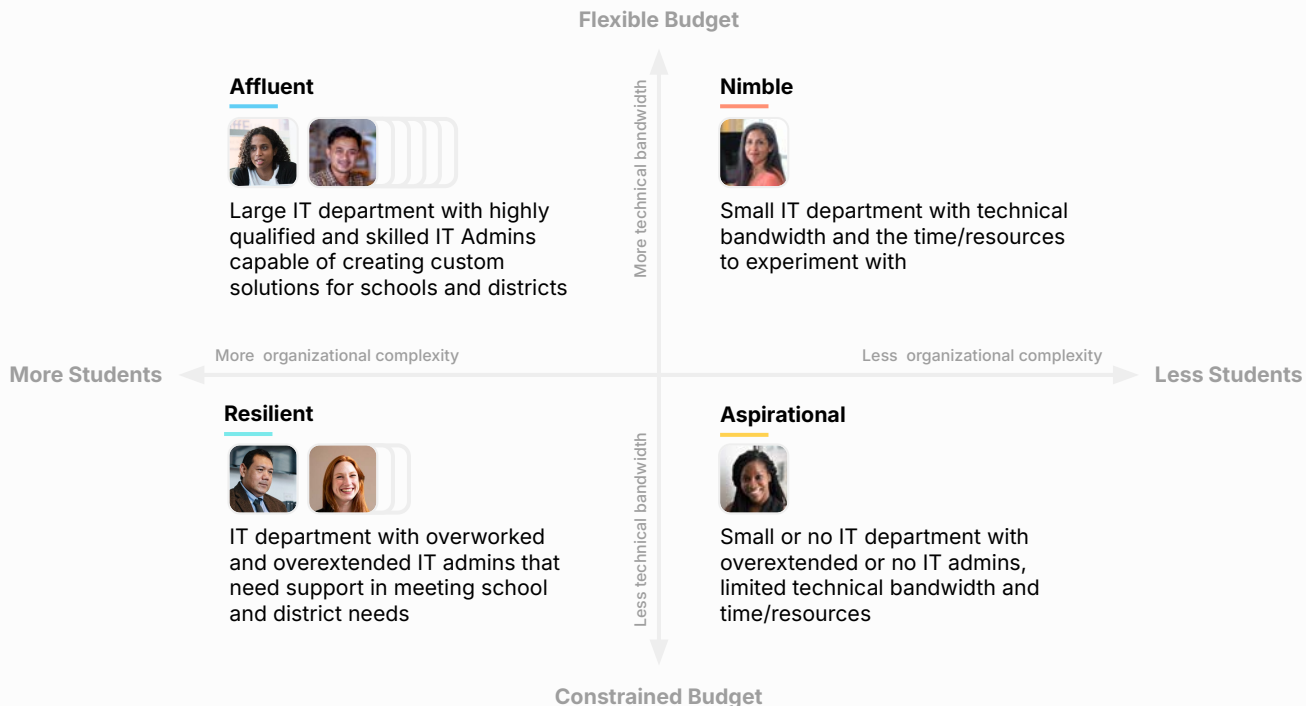
Each School Has Unique Needs

Each school has a context that informs the school's environment. Below are some characteristics of schools mapped across the Y-axis and X-axis spectrums.



Each Proto-Persona Works in a Unique Context

Each Proto-Persona works in a school that falls these quadrants. These quadrants help describe and inform, rather than define the needs of a Proto-Persona by providing context for the types of school in which they may work.





Mandy the IT Manager

"I'm primarily interested in the ROI of the digital tools we adopt."

SCHOOL CONTEXT

Affluent	Nimble
Resilient	Aspirational

About

Mandy is the IT Manager for a large school district. She manages technology across hundreds of schools and thousands of educators, students, and devices. She is concerned with ROI outcomes and balancing school/district needs with budget constraints.

Aspirations

- Keep tech costs down
- Maintain compliance
- Hire, train, and retain IT talent
- Maximize ROI on technology
- Keep students safe and secure

Challenges

- Organizational complexity
- IT Admin retention
- Device vandalism/thefts
- Complaints about quantity of tools
- Students accessing inappropriate content
- Bureaucratic decisions making

Preferences

Accessible Data

Customization

Automation

Positive ROI

Daily Activities



Attends staff meetings



Reviews ROI of products



Responds to emails



Super Admin
Enterprise Segment
Large School District
Expansive Budget

Abe the IT Admin

"We do our best to make sure students are using technology appropriately, but it's a challenge."

About

Abe is an IT Admin for a large school district. He works at a high school where his primary aim is to make sure students are using technology safely. He describes himself as a digital detective who is chasing rabbit trails to see if students are using tech appropriately. When he has time he works on innovative side projects.

Aspirations

- Ensure students use tech appropriately
- Provide training and support for staff
- Ping teachers/staff about student behavior
- Innovate solutions for school site
- Manage school IT equipment

Challenges

- Organizational complexity
- Teacher and parent complaints
- Staying up to date with trends
- Theft or vandalized devices
- Students finding ways around security

SCHOOL CONTEXT

Affluent	Nimble
Resilient	Aspirational

Preferences

Accessible Data

Customization

Automation

Relevant Data

Daily Activities



Monitors student activity



Develops custom solutions



Attends staff meetings



Monitor Only
Enterprise Segment
Large Public School
Expansive Budget

Peter the Assistant Principal

"I manage students, parents, run staff meetings, etc. I'm constantly putting out fires and on the go"

About

Peter is the Assistant Principal of a large public school. He often provides behavioral and academic support to struggling students. He works with a large staff and is constantly trying to manage students, teachers, parents, all while staying up to date on the latest trends in education.

Aspirations

- Provide a safe learning environment
- Ensure students reach benchmarks
- Cultivate a positive staff culture
- Manage disruptive student behavior
- Keep parents happy, informed, and involved

Challenges

- Lack of student motivation to learn
- Difficult teacher personalities
- Absent or overbearing parents
- Inequities in student outcomes
- Rapidly evolving student digital behavior
- Adopting new digital tools

SCHOOL CONTEXT

Affluent	Nimble
Resilient	Aspirational

Preferences

Student and Staff Relationships

Student Outcomes

Data Access

Daily Activities



Manages student behavior



Organizes staff meetings



Communicates with parents



Monitor Only
Enterprise Segment
Large Public School
Expansive Budget

Edwin the English Teacher

“Even if I was capable of meeting the diverse needs of my students, I just don’t have enough time.”

About

Edwin is an English Teacher that teaches 180+ students throughout the week. He cares deeply about developing their literacy and critical thinking skills and uses a lot of digital content to keep them engaged. It’s a challenge for him however, to create engaging, relevant, and accessible lessons that meets every students’ needs.

Aspirations

- Ensure students are engaged
- Ensure students reach grade level standards
- Support struggling students
- Develop student critical thinking
- Differentiate curriculum to meet varying needs
- Develop good student relationships

Challenges

- Differing student learning and behavioral needs
- Absent or overbearing parents
- Time it takes to prep and grade
- Student device management
- Regulating student online behavior
- Managing the quantity of digital tools

SCHOOL CONTEXT

Affluent	Nimble
Resilient	Aspirational

Preferences

Engaged Students

Saving Time

Helpful Parents

Digital Content

Daily Activities



Teaches students



Prepares and grades lessons



Attends staff meetings



Monitor Only
Enterprise Segment
Large Public School
Expansive Budget

Connie the Counselor

"There is an ever increasing need in building our students' social and emotional skills."

About

Connie is a School Counselor that helps students reach their academic and social-emotional goals. She has a large caseload that makes it difficult for her to develop strong relationships with students. Despite this she puts in the effort to regularly check up on a handful of students that may need additional support.

Aspirations

- Help students reach academic goals
- Develop student social-emotional skills
- Provide support to struggling students
- See students thrive
- Collaborate with parents to support students
- Train staff on social-emotional learning

Challenges

- Challenging student home lives
- Absent or overbearing parents
- Ineffective, indifferent, or harmful teachers
- Paperwork overwhelming
- Disruptive or harmful student behavior

SCHOOL CONTEXT

Affluent	Nimble
Resilient	Aspirational

Preferences

Student Relationships

In-Person

Helpful Parents

Smaller Caseload

Daily Activities



Works with students in small groups or 1:1



Supports struggling students



Provides staff training



No Access
Enterprise Segment
Large Public School
Expansive Budget

Sue the Student

"School is mostly boring. I know I have to do well, but it's hard staying focused and motivated."

About

Sue is a high school student that wants to do well enough in school so that she can go to college and find a good paying job. However, she often loses interest and motivation in her schoolwork. She can be easily distracted by her digital devices and is active in many social media networks with her friends.

Aspirations

- Graduate high school and attend college
- Spend time socializing with friends
- Have an influential online presence
- Avoid trouble and drama at school
- Receive approval from parents

Challenges

- Demanding parent and teacher expectations
- Insecurity about how she feels in her own skin
- Feeling a fear of missing out
- Low motivation to do well in school
- Challenges in focusing on school

SCHOOL CONTEXT

Affluent	Nimble
Resilient	Aspirational

Preferences

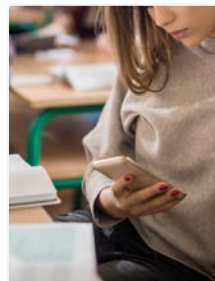
Socializing Online

Good Grades

Feeling Secure

Feeling Included

Daily Activities



Uses phone at school



Socializes with friends while using devices



Sees family constantly using devices



No Access
Enterprise Segment
Large Public School
Expansive Budget

Pedro the Parent

"I love my daughter, but our relationships has changed in the past few years."

About

Pedro is a single father with a daughter in public high school. He works full time and struggles to connect with his daughter. He wants her to do well enough to graduate and attend a good college. He's an active parent and checks up on her to make sure she is doing well, but feels a growing distance in their relationship.

Aspirations

- Provide care and support for daughter
- See daughter graduate with a high GPA
- See daughter attend a good college
- Ensure daughter is safe at school
- Maintain a relationship with daughter

Challenges

- Unmotivated daughter when it comes to school
- Limited control of daughter's digital life
- Exhaustion due to work and family obligations
- Feeling disconnected from daughter
- Constant device usage by daughter

SCHOOL CONTEXT

Affluent	Nimble
Resilient	Aspirational

Preferences

Happy Daughter

Family Time

Good Grades

Helpful Teachers

Daily Activities



Works as an engineer



Tries to connect with daughter



Attends parent-teacher conferences



Super Admin
SMB Segment
Small Private School
Flexible Budget

Tania the Tech Director

"If it has a plug in it, I'm in charge of it. At the end of the day it's about meeting the students' needs."

About

Tania is the Tech Director for a small private school. She is a bit of a jack-of-all trades. She manages technology, teaches Computer Science, provides help desk support, and more. She maintains close relationships with her students, the staff, and parents. She also has flexibility in her budget to try new innovative technologies.

Aspirations

- Make data driven decisions
- Invest in useful technologies
- Maintain compliance with regulations
- Promote digital literacy
- Manage IT department

Challenges

- Students accessing harmful content
- School politics
- Student cyberbullying
- Teacher hesitancy in adopting new technology
- Buggy digital tools
- Unhelpful customer support

SCHOOL CONTEXT

Affluent	<u>Nimble</u>
Resilient	Aspirational

Preferences

Experimentation

Relevant Data

Automation

In Person Interactions

Daily Activities



Provides training for staff



Manages technology at school



Interacts with students and parents



Sam the Student

"I love video games and hanging out with my friends online, which makes focusing on school hard."

About

Sam is a student at a small private school. He struggles with staying motivated at school despite the high expectations his parents place on him. They often reward him for good grades with video games and digital goodies. He feels like school is just another hoop to jump through in life and often doesn't see the point.

Aspirations

- Pass classes and graduate high school
- Figure out what to do in life
- Finish school work quickly
- Socialize with friends
- Become better at Roblox
- Find a girlfriend

Challenges

- Tedious school assignments
- Too much school work
- Student drama
- Nagging parents and teachers
- Wasted time on social media

SCHOOL CONTEXT

Affluent	<u>Nimble</u>
Resilient	Aspirational

Preferences

Socializing Online

Free Time

Video Games

Relevant Learning

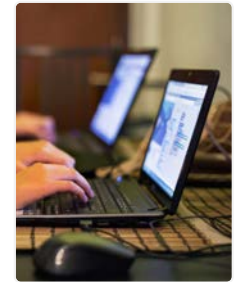
Daily Activities



Plays video games



Hangs out with friends



Completes school work



No Access
SMB Segment
Small Private School
Expansive Budget

Pat the Parent

"I expect my children to succeed. The better prepared they are today, the more success they'll have tomorrow."

About

Pat is a married mother of two who works as a lawyer for a corporation. She comes from a high achieving family and expects the same of her children who are enrolled in high performing private schools. She expects her needs to be met by the school and is considered overbearing and frustrating by teachers and school staff.

Aspirations

- Develop high achieving children
- Instill values of hard work and good behavior
- See children get As and Bs
- Take care of family obligations
- Attend to and advocate for children's needs
- Balance career with family

Challenges

- Unaccommodating teachers and staff
- Limited time to connect with family
- Opaque digital life of children
- Limited personalized extracurriculars at school
- Unmotivated children
- Passively defiant attitude of children

SCHOOL CONTEXT

Affluent	<u>Nimble</u>
Resilient	Aspirational

Preferences

Motivated Children

Family Time

Student Data

Extracurriculars

Daily Activities



Attends meetings at work



Meets with teachers and administrators



Drives children to extracurricular activities



Super Admin
SMB Segment
Small Public School
Constrained Budget

Linda the Librarian/Tech Director

"It's been really helpful to have more IT support. I'm putting out fires 90% of the time and constantly context switching."

About

Linda is a Librarian and Tech Director at a small public school. Her background in IT is limited and she has had to learn a lot while on the job. She is constantly putting out fires—from repairing copy machines to managing student online behavior. She often feels that her role as a Tech Director interrupts her primary role as a Librarian.

Aspirations

- Carve out uninterrupted time to complete tasks
- Keep library organized
- Research and implement new tech
- Ensure student online safety
- Troubleshoot tech issues for staff

Challenges

- Constant context switching
- Limited technical bandwidth
- Juggling multiple roles
- Self-service or unhelpful customer support
- Disruptive student digital behavior

SCHOOL CONTEXT

Affluent	Nimble
Resilient	<u>Aspirational</u>

Preferences

Uninterrupted Time

Simple UI

Useful Support

Teacher Autonomy

Daily Activities



Manages school library



Calls customer support



Troubleshoots staff tech issues



Super Admin
Enterprise Segment
Large Public School
Constrained Budget

Ivan the IT Manager

“As a former teacher, I understand how technology can help reduce the achievement gap. But our IT staff and budget is limited.”

About

Ivan is an IT Manager for a large budget constrained urban public school. He manages 30 IT Admins and is passionate about using technology to help bridge the achievement gap and providing students access to a safe digital environment that simultaneously optimizes their learning experience.

Aspirations

- Provide district with helpful tools
- Improve student achievement gap
- Support and advocate for IT Admins
- Provide training for school staff
- Balance budget with school tech needs

Challenges

- Limited budget causes staffing issues
- Decision making disrupted by bureaucracy
- Small overworked IT department
- 1:1 student device challenges
- Disruptive student digital behavior

SCHOOL CONTEXT

Affluent	Nimble
Resilient	Aspirational

Preferences

Disruption

Simple Implementation

Equity

Innovative Technology

Daily Activities



Responds to school administrators



Plans for new technology



Troubleshoots staff tech issues



Admin
Enterprise Segment
Large Public School
Constrained Budget

Isis the IT Admin

“My goal is to try and keep classrooms functioning so that teachers can teach.”

About

Isis is an IT Admin for a medium sized urban school. As a former teacher she has a passion for education. As a current IT admin she enjoys working with computers and using logic and automation to solve problems. However, her district is understaffed which causes her to be swamped with tickets which makes her day quite hectic.

Aspirations

- Respond to requests by staff
- Train staff on new technology
- Monitor student digital activity
- Troubleshoot device issues
- Install new hardware and software

Challenges

- Overworked due to staff constraints
- Tech savvy students that get around safety
- No time to innovate school specific solutions
- Hesitancy in staff to adopt new technology
- Device vandalism and theft

SCHOOL CONTEXT

Affluent	Nimble
Resilient	Aspirational

Preferences

Relevant Data

Teacher Autonomy

Problem Solving

Automation

Daily Activities



Responds to tickets



Troubleshoots student and staff tech issues



Monitors student devices

Consider the Different Needs of our Primary Users

The following Proto-Personas are more likely use GGA on a daily basis. Below are key preferences and thought starters to consider when innovating solutions for each type of IT Admin.

Affluent

Abe the IT Admin



Preferences

- Customization
- Experimentation
- Autonomy
- Automation

How Might We...

- Simplify complex organizational challenges?
- Encourage experimentation and innovation?

Resilient

Isis the IT Admin



Preferences

- Equity
- Time
- Automation
- Teacher Autonomy

How Might We...

- Help IT admins save time?
- Ensure students have equitable access to digital tools?
- Automate IT admin workflows?

Nimble

Tania the Tech Director



Preferences

- Simplicity
- Digital Literacy
- Student Relationships
- Experimentation

How Might We...

- Develop digital literacy in students?
- Help build relationships between staff and students?
- Create simple and elegant solutions?

Aspiring

Lynda the Librarian/Tech Director



Preferences

- Time
- Support
- Simplicity
- Teacher Autonomy

Thought Starters

- Eliminate the need to provide support?
- Eliminate the need for teachers to troubleshoot technology issues?

