

GIS User Personas

Drive GIS adoption by defining user types and their unique needs

Organisations that don't understand user needs will struggle to improve geographic information system (GIS) adoption, use solutions that are not fit for purpose, and mismatch training and roles.

How we can help

We help organisations unlock the full potential of GIS by defining clear user personas through detailed research. By understanding an organisation's users and their needs, we can match the right solutions to the right personas. This approach boosts adoption, improves training, and aligns roles with organisational goals, leading to more effective GIS use.

Why it matters

Personas help organisations identify who is using their GIS and how usage and skill levels can be increased. They help organisations better align the development of GIS solutions with the requirements of user types, ensuring that users are provided with GIS tools that are relevant to their role. Personas help identify the GIS skills and capabilities needed to improve training pathways for users as well. They also support effective GIS governance by informing appropriate user roles, privileges, and licences.

Outcomes for you



Achieve widespread GIS adoption with a clear understanding of the different GIS user types.



Increase the effectiveness of GIS operations by aligning the development of GIS solutions to the requirements of the relevant user types.



Support successful GIS governance using personas to inform appropriate user roles, privileges, and licences.



Improve GIS training by identifying required skills and capabilities according to strategic objectives and operational needs.

Get in touch to learn more.

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