

CHOOSE A USER SCENARIO

There are common barriers that the Census Bureau and external research have identified as particularly common reasons for not completing the census—use these or other user scenarios to help participants be concrete in their ideation.

Why

There is not a one-size-fits-all solution to increasing participation in census programs and surveys. It is key that those creating new solutions understand who those solutions are being built for. User scenarios and personas help participants root their discussions and solutions in deep empathy for the people they want to participate in the census.



“I have trouble completing census forms.”

Your audience may not be native English-speakers and find census forms confusing.



“I do not have time to fill out the census forms.”

Your audience is very busy and assumes the census will be time-consuming and cumbersome.

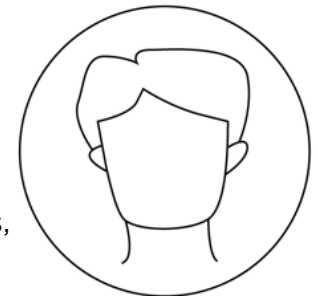
“I do not trust the government with my information.”

Your audience is concerned about data privacy or having their information used by other federal agencies.



“I do not think the census has any impact on my life.”

Your audience isn't sure what the Census Bureau does, how its data affects them, and why their participation matters.



CENSUS WORKSHOP – COMMON BARRIERS SCENARIO

SCENARIO #1



“I have trouble completing census forms.”

Your audience may not be native English-speakers and find census forms confusing.

LIST IDEAS FOR REACHING THIS SCENARIO:

LIST POTENTIAL PARTNERS WHO COULD BE HELPFUL IN THIS SCENARIO:

LIST WAYS YOUR ORGANIZATION COULD BE A PARTNER IN THIS SCENARIO:

(OPTIONAL)

NAME:

ORGANIZATION:

CENSUS WORKSHOP – COMMON BARRIERS SCENARIO

SCENARIO #2



“I do not have time to fill out the census forms.”

Your audience is very busy and assumes the census will be time-consuming and cumbersome.

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LIST WAYS YOUR ORGANIZATION COULD BE A PARTNER IN THIS SCENARIO:

(OPTIONAL)

NAME:

ORGANIZATION:

CENSUS WORKSHOP – COMMON BARRIERS SCENARIOS

SCENARIO #3

“I do not trust the government with my information.”

Your audience is concerned about data privacy or having their information used by other federal agencies.



LIST IDEAS FOR REACHING THIS SCENARIO:

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LIST WAYS YOUR ORGANIZATION COULD BE A PARTNER IN THIS SCENARIO:

(OPTIONAL)

NAME:

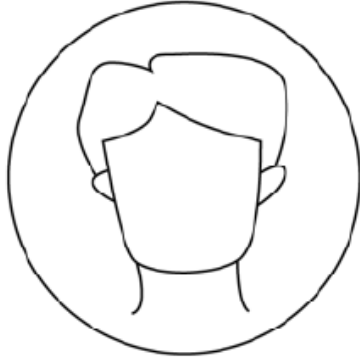
ORGANIZATION:

CENSUS WORKSHOP – COMMON BARRIERS SCENARIO

SCENARIO #4

“I do not think the census has any impact on my life.”

Your audience isn't sure what the Census Bureau does, how its data affects them, and why their participation matters.



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(OPTIONAL)

NAME:

ORGANIZATION: