

Persona card

Undocumented imigrant



Name:

Age:

Interests:

Connection to the area:

Pain point:

Persona card

80 years old person



Name:

Age:

Interests:

Connection to the area:

Pain point:

Persona card

6 years old child



Name:

Age:

Interests:

Connection to the area:

Pain point:

Persona card

A bird



Name:

Age:

Interests:

Connection to the area:

Pain point:

Persona card

A person with disability



Name:

Age:

Interests:

Connection to the area:

Pain point:

Persona card

A single mom



Name:

Age:

Interests:

Connection to the area:

Pain point:

Persona card

An unemployed person



Name:

Age:

Interests:

Connection to the area:

Pain point: