

Audience Persona

Team Name:

Team Bazinga

Persona name:

Lindsey Morton

Photo:



Location :

Omaha, Nebraska

Educational background:

Lindsey, grew up in Alliance Nebraska (Western Nebraska). She attended a private Catholic School K-12, although her family is not devout Catholics, they thought private school would provide a better education. After she graduated High school she was accepted into the University of Nebraska at Lincoln. After 5 years at UNL, she graduated with a Major in Political Science and a minor in Communications.

Technology Background:

She is comfortable with general usage of Computers and to surf Internet.

Socioeconomic background:

Middle Class

Profession/Job:

She moved to Omaha to start working for Redstone Marketing.

Values:

Education, Humanity, Religion, Service to Society.

Interests:

She spent her free time helping her community by volunteering at the Nebraska Humane Society. It was there that she met her future husband Greg. Lindsey and Greg were married a couple of years later and, started to raise a family.

Concerns:

Quality Education, Child education awareness programs.

Challenges:

Lindsey, having experience with Private school only is not sure if Public school is good enough and is finding it difficult to narrow it down to make a good decision.

Wants & needs:

Lately Lindsey and her husband have been having discussions about their children's future, and what kind of education they need to provide. Apart from Good Quality Education, Lindsey needs proper information about each school.

The information must include details about Dropout Rates, Graduation Percentage and also other extra details about Reading/writing skills, teachers with the Master's degree in each school etc. She is also interested to know if any of the schools offered volunteering opportunities or not.

Aims & goals:

Lindsey would like to evaluate the different Public schools in Omaha, and surrounding areas, to assure her that she is making the best choice for her children. Also, she wanted to look into new ways of volunteering her time.

She thought learning about the Nebraska school system might be a good way for her to start a political journey.

Preferred information sources:

Internet, Social Media