**2017 Website Persona  
Martha Bill  
  
Summary**  
Connector, Educator, no time, reactive

**Age:** 48  
**Location:** Dawson’s Creek, B.C. **Location type:** Rural  
**Occupation:** Teacher   
**Status:** Married with children  
 **Personality**

Extrovert / Introvert  
Sensing / Intuition  
Thinking / Feeling  
Judging / Perceiving

**Brands**Social platform:   
Hobby/Interest:  
Restaurant:  
Clothing:

**Technology**Tech savvy/Tech challenged

Photo goes here.

**Bio/Background**Martha has been a teacher for 23 years. She’s recently noticed an increase in cyberbullying in her school. She feels unequipped to deal with the technical aspects of cyberbullying and needs tips, resources and lesson plans for her Grade 7 health class.

**Goals/Motivations/Wants**

* Urgency, no time
* Lesson plans/resources/tools
* Wants to learn more about cyberbullying to help her students

**Frustrations/Barriers**

* Reactive
* Low access to tech
* School board red tape/approvals
* Doesn’t have enough resources