

Rahma Kamel, Meesha Hussain, Rawuda Jemal, Haoyang Chen, Salem Gordon

Group 6: The G.O.A.T.'s

The Human/Sex Trafficking Crisis

#### User Persona #1:

- **Name:** Maria Gonzalez
- **Age:** 43
- **Work:** Social Worker, works directly with kids
- **Family:** Married with two kids, one boy and one girl
- **Location:** Miami, Florida
- **Character:** Compassionate, empathetic and maternal
- **Goals:** She wants to provide opportunities for young adults without a proper support system
- **Frustrations:** Mistreatment of the youth and of vulnerable people, foster system, lack of medical care
- **Bio:** Maria is a busy social worker who deals with a younger audience i.e children and teenagers on the daily. She recognizes that the foster care system fails to provide a strong and bright future filled with opportunities for many of them. She has lost some of her clients in the past and this has left a severe impact on her. With this frustration, she hopes to gain further education that is accessible, to counter this problem and learn more about what could have happened to these clients.
- **Motivation:** Since she has had clients vanish and fall victim to various crimes, she wants to dedicate time in saving and preserving the lives of every single client that falls under her care and jurisdiction.
- **Preferred channels:** Facebook and Google.

#### User Persona #2:

- **Name:** Hailey Brown
- **Age:** 21
- **Work:** Full time student
- **Family:** Not married and has moved out of her parents house
- **Location:** Seattle, Washington
- **Character:** Hardworking, curious, passionate about social justice, and involved in her community
- **Goals:** She wants her, her friends and family to live in a safer community because of the high number of crimes in her city.
- **Frustrations:** Frustrated with the lack of awareness on exactly where in Seattle, Human trafficking is taking place and what tools/methods are used to kidnapp individuals of the streets.
- **Bio:** Hailey is a college student attending the University of Washington where she is studying Political Science. She lives off campus with only one roommate. She rides the bus into campus and prefers to get around by walking or biking. She recently heard

about Human Trafficking and Sex Trafficking in one of her classes but the professor didn't go into as much detail as she would have liked. She needs a resource that she can reference to continue educating herself because she is scared and feels like she may be somewhat vulnerable.

- **Motivation:** She has been followed before and harassed. As a young woman, she feels as if she cannot travel alone anywhere, especially at night. She wants to learn more about the crimes that take place around her especially since Seattle is known to be a large hub for human trafficking.
- **Preferred channels:** Social media (Twitter, Facebook, Instagram, Snapchat, Tiktok)

### User Persona #3:

- **Name:** David Lee
- **Age:** 56
- **Work:** Software Engineer
- **Family:** Single dad with two twin teenage daughters
- **Location:** San Francisco, California
- **Character:** Workaholic, overly cautious, constantly stressed, extremely loving
- **Goals:** Wants to contribute to his community and make it safer for his teenagers since they are constantly going out and about.
- **Frustrations:** Not knowing where his kids are/what they are doing, social media because he doesn't want his kids talking to people he doesn't know
- **Bio:** David is a full time Software Engineer at the American Civil Liberties Union. He is a hardcore activist and unfortunately is not able to spend as much time as he would like with his children. He leaves early and comes home late and sometimes finds his children not home. In his free time, when he has any, he spends it with his girls.
- **Motivation:** He suspects that his daughters are talking to some older boy that he doesn't know, and after seeing news on the television about recent Human and Sex trafficking rings in his area, he starts to get paranoid
- **Preferred channels:** Television, Newspaper, Email, Mobile