

Judy Woodie

Age: 13

@Brighton



ABOUT

Judy is thirteen years old and is concerned that when she grows up she won't be able to see bees with her future children and grandchildren.

Currently she loves going outside and playing with insects. She often visits museums.

NEEDS

- To be able to show her kids in the future pretty flowers
- To live in a world with bees
- Be able to go outside
- To see snow

FRUSTRATIONS

- People being ignorant
- Decline in bee population
- Scared it may be too late
- Lack of solutions
- Lack of awareness from people

Personality

Trait 1: Timid

Trait 2: Out-doorsey

Trait 3: Caring

TECHNOLOGY

Apps ☒ ☒ ☐ ☐ ☐

Internet ☒ ☒ ☒ ☒ ☒

Social media ☒ ☒ ☒ ☒ ☐

INTERESTS

Internet Bees Friends

Raising Awareness Future