

**NAME:**

**Chris  
Hernandez**

**QUOTE:**

*“I don’t want anyone to know, but sometimes, when I’m out of milk, I put water in my cereal.”*

**BIO: 25-year-old in Salt Lake City,  
sophomore online student, bartender**



## Key goals

- Get some extra food for the week.
- Get in and get out
- Figure out “What’s the catch?”
- Ultimate goal: finish school with a degree and without debt



## Behaviors

- He wants to get some assistance, but without feeling bad about needing it.
- He’s willing to apply, if necessary, but not if it gets too difficult or formal.
- Has just a short lunch between classes and work.
- Pragmatism and laziness are key decision factors.
- When things involve too much effort, he’ll look elsewhere.



## We must

- We must make it clear up front, fast, and easy.
- We must maintain his anonymity.



## We must not

- We must not use long blocks of text.
- We must not embarrass him.