

Persona 1:



John, a 23-year-old male from Berkely, California

Career: Botanist

B.A. in Biology

John is a botanist who just graduated from UC Berkeley with a degree in biology. He recently got a job as a botanist in Berkeley. He is excited about this opportunity and has been really enjoying his work as a botanist. He currently works about 50 hours a week and at times feels a bit too exhausted to discuss research/socialize with his co-workers. He currently lives alone in a studio apartment with lots of plants in his apartment, such as succulents. He enjoys taking care of his plants and watching them grow every day. Right now at work, attaining some endangered plants can be a bit hard. Getting proper instruction for taking care of such plants is difficult as well. He has tried creating a spreadsheet for each plant but it tends to get too cluttered and hard to read, as he doesn't excel with Google Spreadsheets or computers in general.

Goals:

- Be more social with co-workers
- Ability to obtain endangered plants for research
- Proper instructions on how to take care of the plants

Scenario:

John has just come back from work and is now watering his plants. As he is watering his plants, he gets a text from one of his co-workers asking him if he can possibly come early tomorrow to help research a new plant. The next day, he gets there and for the majority of the day, he and his co-workers research how to take care of the plant and what kind of environment is needed to keep this plant healthy and alive. John can't help but think of how tedious this work is, where instead of researching this plant, must figure out how to keep it alive and healthy.

Persona 2:



Kayla, a 25-year old female from Salt Lake City, Utah

Career: Biochemist

B.A. in Biochemistry

Kayla is a biochemist and has been working as one for about three years now. She got a job right out of college and she loves it. She works in Salt Lake City, where she sees how different chemicals react with plants. She currently works around 40-50 hours a week. She also thinks that all of her co-workers are very nice and she even has coffee with a few of them before they go to work. She currently lives alone in a studio apartment where she likes to watch science documentaries. She would like to get out more and meet other people who are into biology. She is a bit shy and doesn't talk with anyone besides her co-workers. She would also like to be able to find new plants that she could possibly research as she has a strong passion for her work.

Goals:

- Meet new biology people
- Find new plants for research

Scenario:

Kayla has the day off and she is sitting down on her couch watching a documentary on wildlife. While watching, she is also doing some research on new plants that she thinks would be interesting to research. She has found a few that she likes but is having trouble finding people who would be willing to sell or give her the plants.