

Personas:

Marcel Hills, 27m, South Lake Tahoe, CA, works as a bartender at a hotel which allows for free time during the late afternoon. He enjoys going on long walks with his german shepherd around the lake and surrounding areas, including the hiking trails. He also participates in beer tastings with his friends at small microbreweries and frequently trains for marathons.

Goals:

- Encourage his friends to go on walks and hikes with him
- Enjoy time spent with his dog
- Be able to engage with customers about personal hobbies and interests to make conversation

Bridget Calderon, 64f, Ontario, BC, retired from a large finance job, loves to spend time with her large family. Has a vacation cabin in Kimberly where the whole family gathers for holidays. She enjoys knitting, baking, and paddle boarding.

Goals:

- Spend time with her children and young grandchildren
- Be able to relax with a clear mind
- Continue to be physically active and healthy

Tobi Carson, 11f, Providence, RI, just moved to a new state with her mom and started 6th grade. She also joined a Girl Scout troop to begin making new friends in the area. She loves animals and has 2 chinchillas on the condition that she takes care of them. Tobi currently alternates between wanting to be a veterinarian or marine biologist when she is an adult.

Goals:

- Make friends at her new school and neighborhood
- Learn new information about animals and their habitats
- Spend more time with friends and hobbies than homework

Scenarios:

Marcel and his dog are checking out a hike that he thinks his friends would enjoy. The trail is fairly well kept, but right before they reach the peak, his dog starts sniffing a plant that he doesn't recognize. He notices that it has similar traits to poison oak and pulls his dog away to turn around. He hopes to identify the plant before he tries to get his friends on this trail.

While prepping their cabin for the 4th of July, Bridget notices a strange plant that hadn't been there before growing along the edge of their property. She worries that it could harm the children as they're running around outside. She needs to know if it's safe to remove by herself before the family arrives.

Tobi's Girl Scout troop wants to go on a camping trip, but her mom is unsure if Tobi will be safe. Due to Tobi's lack of plant knowledge, her mom wants a way for her to be able to tell if a plant is harmful or not. Tobi wants to go on the trip to bond with her new friends so she has been researching apps she can install to help convince her mom.