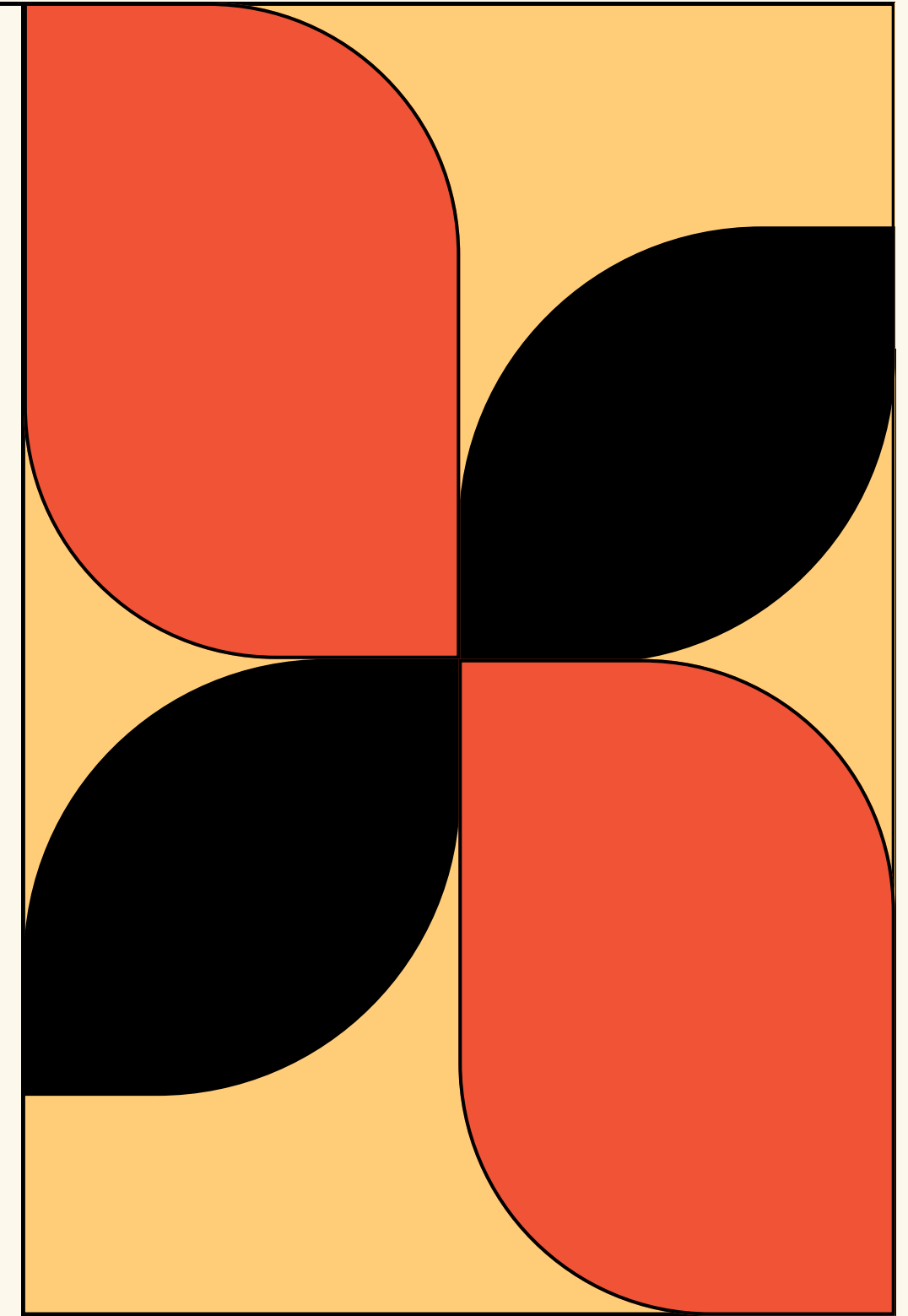


# User Personas - Client Population

Presented by: Center of Community  
Engagement





# Introduction of User Personas

The following user personas are designed to represent key community members served by the University of Maryland Center for Community Engagement in College Park. These personas are not real individuals but are based on research, observations, and community feedback to reflect the needs, challenges, and goals of actual client populations.





### About the User

María is a mother of three young children in elementary and middle school. She speaks primarily Spanish and works part-time as a housekeeper to support her family.

### Problems

- Language barrier and fear of discrimination.
- Overwhelmed by complex government systems.

Name	María López
Age	39 years old
Gender	Female
Ethnicity	Guatemalan
Primary Language	Spanish

### Goals

- Find school information, meal programs, and family health services.
- Support her children’s education

### Motivations

- Give her children a better life and educational opportunities.
- Be a strong, informed advocate for her family despite language barriers.

### Needs

- Spanish-language access to school, health, and food assistance.
- Clear instructions for program applications.



### About the User

Ahmad is a retiree who lives with his adult daughter in College Park. He is bilingual in Arabic and English and values staying active in his Muslim faith and community.

### Problems

- Finding an online platform that offers both hard skill- and creativity-oriented seminars and classes
- Looking for an affordable, perfect and complete editing and designing software

Name	Ahmad Rahman
Age	72 years old
Gender	Male
Ethnicity	Egyptian
Primary Language	Arabic and English

### Goals

- Remain connected with his religious community.
- Access healthcare and aging support.

### Motivations

- Maintain dignity and independence as he ages.
- Stay spiritually and socially connected to his faith community.

### Needs

- Local halal food options and mosque info.
- Assistance with healthcare, transport, and senior benefits.



### About the User

Charles is an Army veteran living alone in senior housing. Retired from his work as a mechanic, he now focuses on staying active and connected through local veteran services and community programs.

### Problems

- Navigating VA bureaucracy.
- Feelings of isolation.

Name	Charles Bennett
Age	70 years old
Gender	Male
Ethnicity	African American
Primary Language	English

### Goals

- Social Security benefits.
- Stay socially and physically active.

### Motivations

- Continue to serve and connect with others, even in retirement.
- Live with pride and stay engaged in his community.

### Needs

- Access to veteran-specific medical care, transport, and senior programs.
- Local events and support groups.



### About the User

José is a skilled laborer from Honduras who shares housing with two roommates. As an undocumented worker, he faces daily uncertainty while striving to find consistent, safe employment.

### Problems

- Fear of deportation.
- Workplace exploitation and lack of legal protection.

Name	José Ramirez
Age	34 years old
Gender	Male
Ethnicity	Honduran
Primary Language	Spanish

### Goals

- Secure consistent work and avoid legal trouble.
- Access healthcare without revealing immigration status.

### Motivations

- Provide for himself and send money back to family in Honduras.
- Work safely and with dignity while staying under the radar.

### Needs

- Anonymous or low-barrier service access.
- Labor rights education and job safety info.



### About the User

Aisha is a student at the University of Maryland who is audio impaired and lives in a campus dorm. She balances academics with a part-time job at the library.

### Problems

- Reliance on others for basic information.
- Lack of real-time captioning or interpreter support in classes and events.

Name	Aisha Thompson
Age	21 years old
Gender	Female
Ethnicity	African American
Primary Language	English

### Goals

- Graduate on time.
- Participate fully in campus life.

### Motivations

- Succeed academically and prove her capabilities.
- Be included in campus life without having to constantly advocate for herself.

### Needs

- Accessible campus resources, digital content, and transit.
- Accommodation and access to assistive technology.



### About the User

Ben is a White American community member without stable housing who takes on day labor and temporary jobs to get by. Without stable housing or consistent access to technology, he struggles to find reliable support for food, shelter, and employment.

### Problems

- Limited internet access or access to phone.
- Navigating support systems.

Name	Ben Jackson
Age	45 years old
Gender	Male
Ethnicity	American
Primary Language	English

### Goals

- Secure stable housing and employment.
- Access meals and basic hygiene resources.

### Motivations

- Rebuild his life and regain stability.
- Find a sense of purpose and dignity through steady work.

### Needs

- Shelter locations, food pantries, health services.
- Legal ID recovery, job training, and transportation.





About the User

Lauren is a mother who was recently laid off from her job as a data analyst at the EPA. She lives with her spouse and young child, and is navigating the emotional and financial stress of sudden unemployment.

Problems

- Shame and fear about job loss.
- Lack of clear centralized info for support.

Name	Lauren Kim
Age	36 years old
Gender	Female
Ethnicity	Korean American
Primary Language	English

Goals

- Find re-employment quickly.
- Keep health insurance and support her family.

Motivations

- Protect her family’s well-being and financial stability.
- Prove to herself and others that she can recover and thrive professionally.

Needs

- Job boards, upskilling programs, unemployment aid.
- Information on housing and rental assistance.