1. Identify the personas/imagined users for the products
   1. Persona 1: Bill Shafer
      1. Age:35-55
      2. Occupation: Policy Maker
      3. Goal: To ensure that World Bank funds are allocated properly to ensure a bright future for the next generation
      4. Frustrations: There's currently no way for him to see which countries that receive aid from the World bank have high child mortality rates without taking up too much of his time.
   2. Persona 2: Mandy Bright
      1. Age: 18-30
      2. Occupation: College Student
      3. Goal: She must write a paper on international aid and how its disbursed
      4. Frustrations: It's easy for her to find what countries receive aid from the world bank but it’s hard for her to tell the overall health of these counties economically and the health of their citizens.
   3. Persona 3: Syrus Till
      1. Age: 65+
      2. Occupation: Retired
      3. Goal: He is interested in world politics and wants to know how certain countries are doing.
      4. Frustrations: Since he is retired he has all the time in the world to look up information on the topic but given his age, some websites are difficult for him to navigate and find the information that he needs.
2. Identify other stakeholders of the projects (People other than direct users who you could require data or input from or who may indirectly benefit from the product).
   1. The world bank
   2. UNICEF
   3. Everyone who provides or collects data for the two above
3. Each member of the group should act as an expert for the "Ask the expert section"