

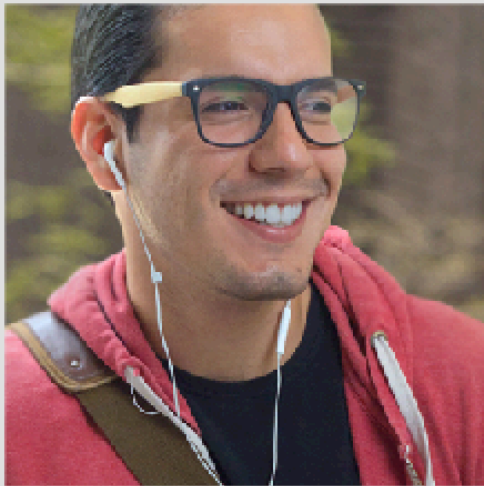
Persona- apprentice, visionary,
helper, doer

#research at Code for SF

Larry, Jacob, Jaoyi, Carla, Jamie, John-
Michael

Jack Williams

Apprentice



"I want to improve my coding skills."

- Age: 30
- Occupation: hydraulic -engineer

About Jack

- Just graduated from coding school
- Wants to practice coding with others
- Busy schedule
- Wants to work on an easier project

Gains/ Goals

- Opportunities to work on real coding tasks
- Opportunities to advance in career
- Networking
- Feedback on their work

Pains

- Unable to jump into a project and start coding
- Need coding assistance
- Not sure if they can be useful
- A lack of confidence to approach a team

Needs

- Mentorship & guidance
- A list of tasks/ goals with clear descriptions
- Easy way to approach a project team
- Knowledge of relevant stacks

Megan Jones

Visionary



"I see possibilities of creating positive impact in the world through c4sf"

- Age: 27
- Occupation: Educator

About Megan

- Passionate about a cause and envision possibilities of activist on specific problems
- Proactive, not afraid of obstacles
- A natural communicator that easily engage others

Gains/ Goals

- Be a part of a community/ network
- Look for bigger impacts
 - To go deeper into the problem before acting on the solution
- Provide guidance to others

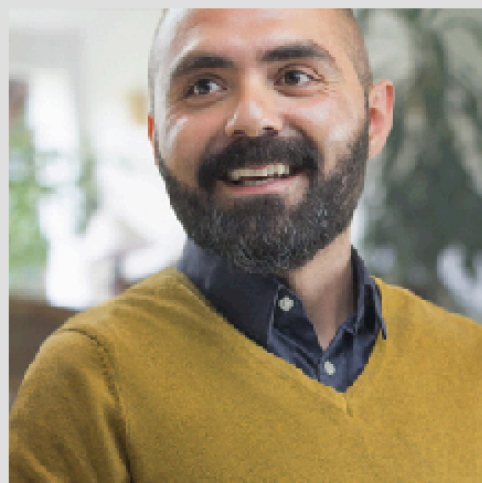
Pains

- Don't know how to start
- They want to work on their own ideas, not join other project teams
- Needs recognition and would leave if not a good fit for c4sf

Needs

- A platform to grow ideas
- A way to create a new project or be a leader for an existing project
- To see the big picture and the end goals
- Wants to be inspired, and inspire others

David Douglas Helper



"I want to
contribute
to my
commu-
nity "

- Age: 36
- Occupation: Designer

About David

- Look for purpose/ inspiration
- Passionate about social good
- Wants to see results and feels that the work is helpful
- Not a coder, but with advanced non-coding skills

Gains/ Goals

- Want to help the community
- Feel that the world is a better place
- Help a project team advance
- Networking

Pains

- Do not know available projects, their mission & needs
- Do not know how to help
- Do not know who to talk to

Needs

- Projects that fit his passion
- Know how to contribute
- Clear descriptions of projects/tasks/ roles
- Wants to see progress

Alex

Doer



“Let’s make
the magic
happen! ”

- Age: 29
- Occupation: Software Engineer

About Alex

- Coder or with specialized skills
- Wants a clear path to act on problems (and not just to discuss them)
- May not be specific about project topics or civic issue domains

Gains/ Goals

- Want to see projects on air
- Want to see progress and results

Pains

- Unclear available projects and tasks
- Do not know how to jump right in to the tasks
- Difficult to stay focused without interruptions at the hacknight

Needs

- Lists of available projects, tasks, timeline
- See progress and results of projects
- Resources to be productive
- Structures to effectively contribute