

Student

"This article makes me angry and I need an outlet to vent my frustrations."



Beau Richmond

Personal

- Age: 22
- Employment: Student
- Gender: Male
- Location: City
- Children: No
- Technical Ability: 8/10



Goals:

- Wants to have his opinions heard
- Needs an outlet where he can go to object to government decision making
- Developing a greater influence in politics

Summary:

Beau is a 22 year old student living on campus in the big city. He gets most of his news from social media such as Facebook and Twitter. He tries to stay connected wherever he is, giving him a strong online presence. His contacts occasionally share concerning facts about government decisions, sometimes regarding pesticide use. Beau will at times scour the internet to find the best way possible make his opinion heard.

Frustrations:

- Navigating dated websites with hidden information
- Being disconnected from the internet
- Feeling like his opinion doesn't matter