



Martha Bill, age 36
Connector, Educator (potential donor)
Dawson's Creek, B.C.

Bio/Background
Martha has been a teacher for 5 years. She's recently noticed an increase in cyberbullying in her school. She feels unequipped to deal with the technical aspects of cyberbullying and needs tips, resources and lesson plans for her Grade 7 health class.

Personality:
Extrovert
Intuition
Feeling
Perceiving

Brands:
Social platform: acebook, teacherspayteachers.com
Hobby/Interest: Volleyball, CrossFit, Sewing
Restaurant: Mr Mikes Steakhouse
Casual Clothing: Marks' Work Warehouse

Goals/Motivations/Wants
Lesson plans/resources/tools
Wants to learn more about cyberbullying to help her students

Frustrations/Barriers
Urgency, no time
Low access to tech
School board red tape/approvals
Doesn't have enough resources

