Voter (Valid and Bad Actors)

Data Owner

"Include a user persona quote here..."

Age	Young - Middle Age
Location	USA (Decentralized)
Occupation	White Collar Work
-	-

Notes

- Both honest voters and bad actors can vote equally (here the bad actors will attempt to break trust or lie about vote counts but as individuals own their own data bad actors cant change ppls votes and can only cast their individual vote)
- Bad actors will try to create multiple accoounts but must be registered in person so very high barrier for entry.

Openness

Conscientiousness

Extroversion

Agreeableness

Busy   Tech Savy   Responsible

Goals

Have accessable voting options due to a lack of time or resources to take time out of their busy schedule to go vote, yet wishes to fulfill their civic duty.

Wants and needs

- Ease of use
- security
- integrity
- transparancy
- data ownership / decentralization
- choice rank voting (not a 'wasted' vote)

Painpoints

- Work doesnt give time off to vote and no time outside of work is flexible in their schedule (family obligations or multiple jobs)
- racial inequality (bias turns ppl away from being able to vote)
- voter supression laws
- 'Was my vote counted the way it was submitted'
- Lack of trust in centralized data owners and their security measures

Election Manager (Local and Federal Officials)

Two User Icon

"Include a user persona quote here..."

Age	Middle Age
Location	USA
Occupation	Government

Notes

- Also able to vote but need to be registered by another. (not able to self register)
- +/- smart contracts will require multiple officials. (committee not an individual)
- Not like Goveners but election clerks following the laws set forth by the government.

Openness

Conscientiousness

Extroversion

Agreeableness

Ethical   Honest   Responsible

Goals

Run local and federal government elections by registering (and maintaining) voter records. Maintain candidates elegibility.

Wants and needs

- Foolproof way to count once and have it be honest and true (and trusted)
- Trusted elections/officials (dangerous times/officials can be threatened)

Painpoints

- Election fraud (if any)
- Vote integrity
- (Re)counts (counts can take long hours/days and still can be disputed and need recounts and are subject to human error and are not transparent so causes lack of trust)