

PERSONA

PHOBOS (SAFETY)



Gender : Trans man
Age : 20
Education : Bachelor's degree
Occupation : Student
Address : Berlin

BIOGRAPHY

He just started his transition.
Studies in an AMAB-centered field.
Already felt unsafe in transports

MOTIVATIONS

Feeling safer on his way to and from home...
He wants to have a way to quickly get help in case
of an emergency.

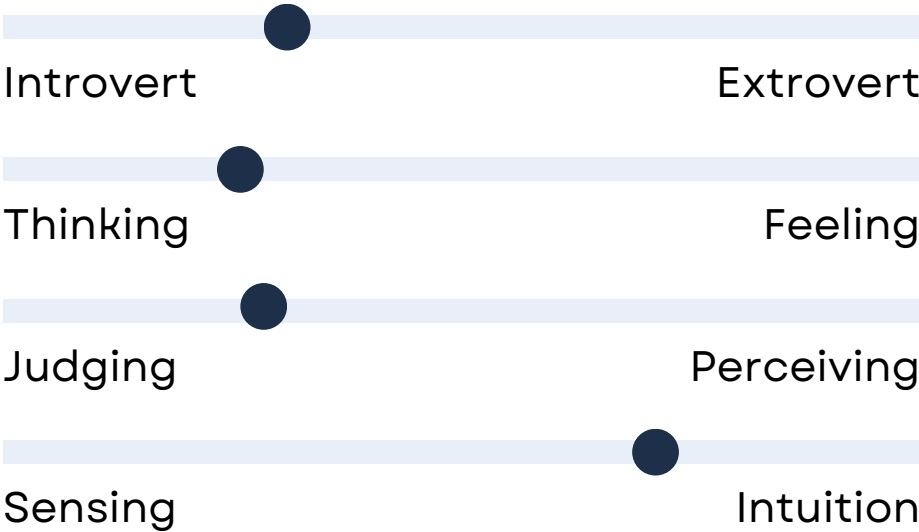
CORE NEEDS

- + Get help from others
- + Easy access to emergency services
- + Ability to get home more safely

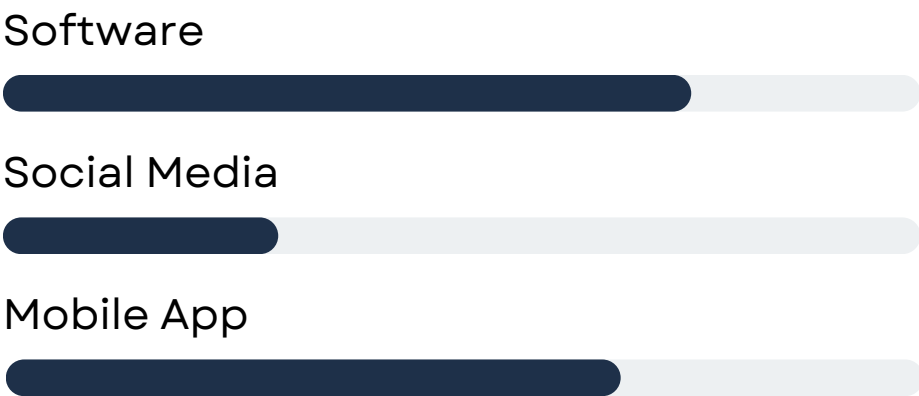
PAIN POINT

- Apps targeted towards woman
- Constant tracking

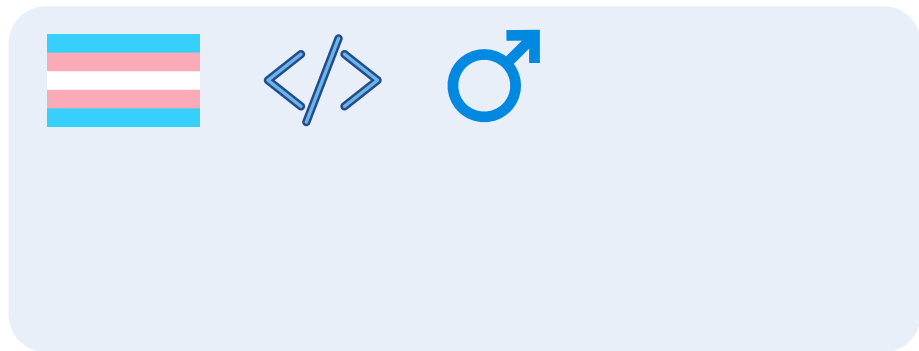
PERSONALITY



TECHNOLOGY

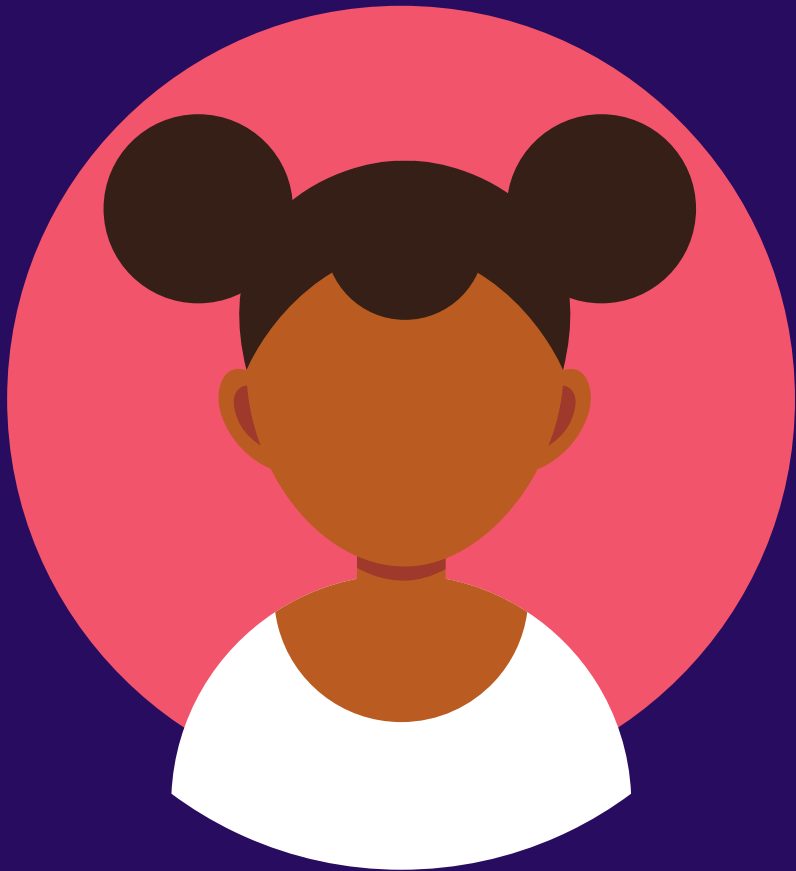


TAGS



PERSONA

RUE (VETTING)



Gender : Cis Woman
Age : 25
Education : some college
Occupation : Part-time, intern
Address : Munchen

BIOGRAPHY

She just arrived in Munchen and wants to go clubbing, she has had some bad experiences before...

MOTIVATIONS

Vetting places to go in a new city

CORE NEEDS

- + Being able to look up reviews on bar/clubs
- + Reviewing and Rewarding good behavior
- + Finding a new SAFE community

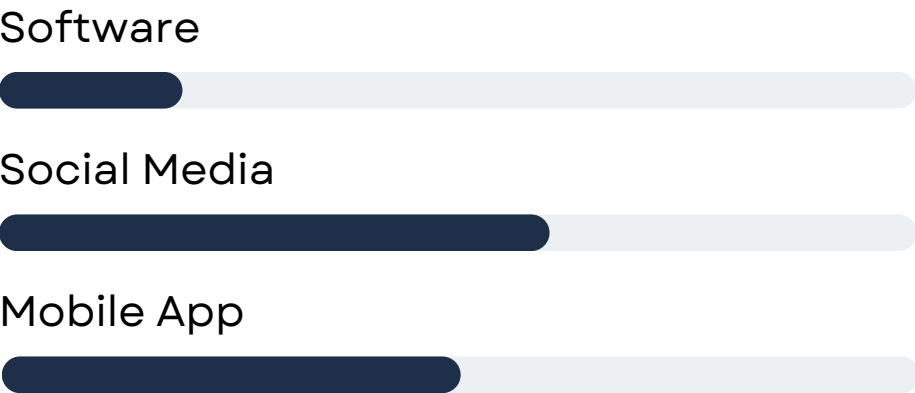
PAIN POINT

- No knowledge of IT beyond Excel

PERSONALITY



TECHNOLOGY



TAGS

PERSONA

ACHILLES
(INFORMATION)



Gender : Cis Man
Age : 54
Education : Nurse
Occupation : Nurse
Address : Lille

BIOGRAPHY

He just had a course on consent and wants to understand more.

MOTIVATIONS

Learning and making the community he lives in safer for his children

CORE NEEDS

- + Being able to look up reviews on bar/clubs
- + Reviewing and Rewarding good behavior
- + Finding a new SAFE community

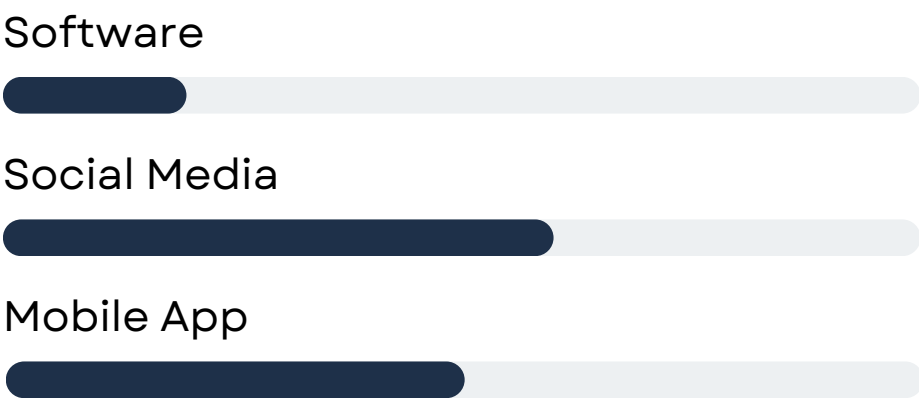
PAIN POINT

- No knowledge of IT beyond Excel

PERSONALITY



TECHNOLOGY



TAGS



PERSONA

AGATHE
(WALK ME HOME)



Gender : Cis Woman
Age : 16
Education : HS
Occupation : Student
Address : Berlin

BIOGRAPHY

She’s starting to go out, she’s heard some horrible things in the media about being at night alone

MOTIVATIONS

Wanting to not be alone at night to make sure she can go back home without too much worry

CORE NEEDS

- + Being able to get someone to walk with her
- + Vetting people she might meet
- + Having a way out of a bad situation

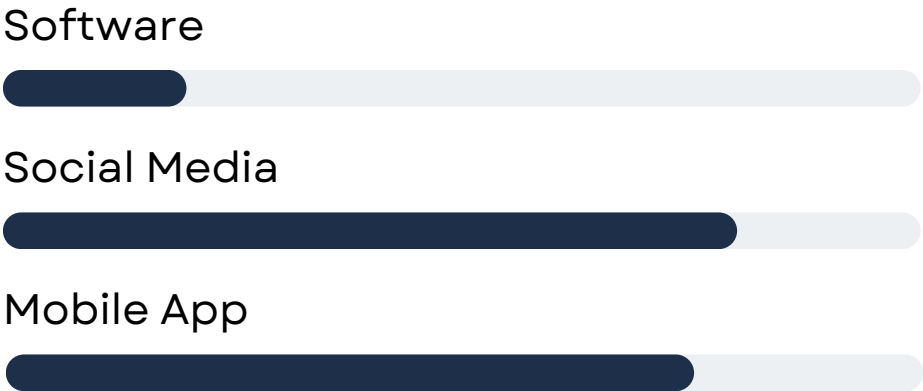
PAIN POINT

- Minor (Advanced vetting)

PERSONALITY



TECHNOLOGY



TAGS

