

User Persona Type: Cindy



- Positive
- Caring
- Wise
- Empathetic

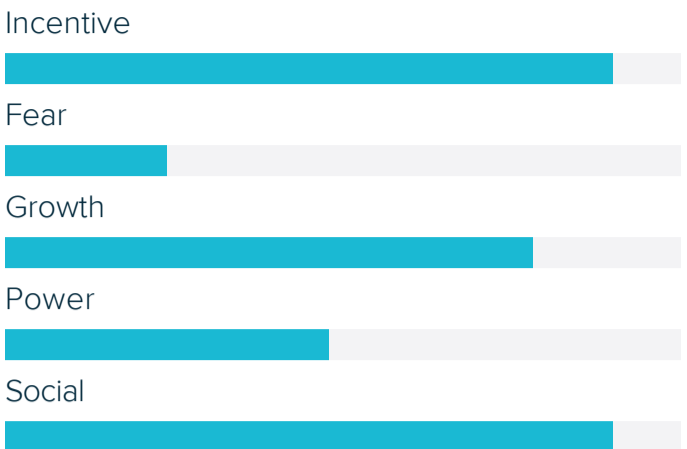
Goals

- Wants to donate clothing and food
- Desires to be a good Catholic
- Wants to make an impact in her community

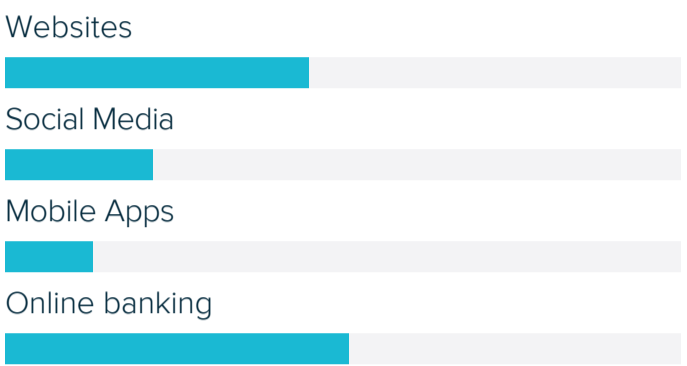
Frustrations

- Isn't confident with technology, but growing
- Gets overwhelmed when she has to navigate new technology & prefers to use the phone
- There's a limited number of volunteers to answer phone

Motivation



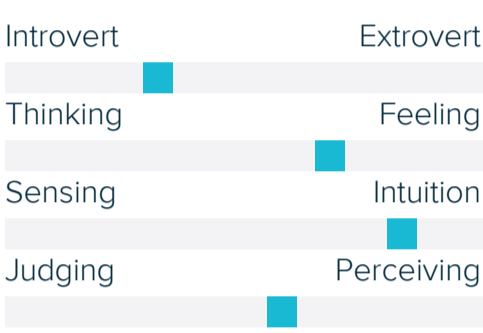
Technology



"Family is the most important thing in life!"

Age: 65
Work: Retired school teacher
Family: Married, 2 kids, 5 grandkids
Location: Tampa, FL and Indiana

Personality



Bio

Cindy is a retired school teacher, married to Doug. They live in Indiana for part of the year, and Tampa, FL during the winters. Her husband is a retired financial planner, and they enjoy playing tennis and golf together. Cindy is Catholic and believes strongly in giving back.

Cindy has two adult children and five grandkids. She has a facebook account, but uses it mostly to look at pictures of her grandchildren.

Diego



- Respectful
- Family-oriented
- Hard-working
- Honest

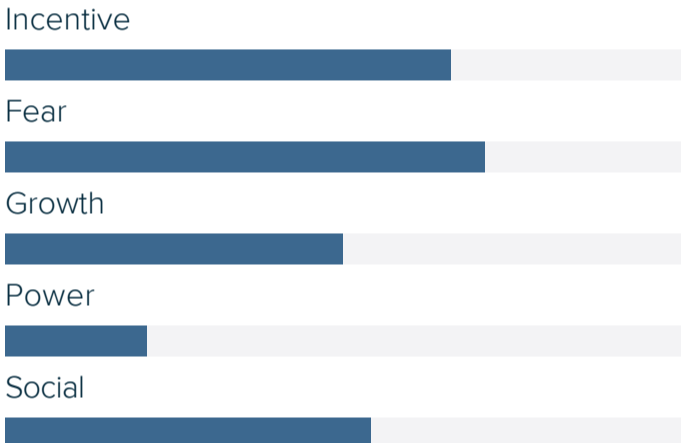
Goals

- Needs help paying rent this month
- Wants a stable home life for his parents, wife, and children
- Create a better future for his children

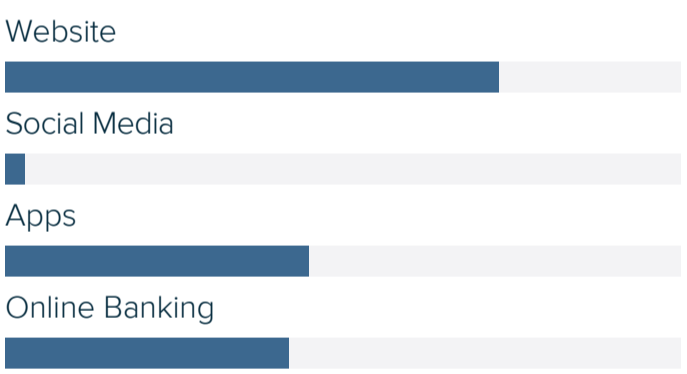
Frustrations

- Would appreciate privacy-- this is humbling for him and he doesn't want everyone knowing his business. He's not comfortable posting on the public facebook page.
- He can't take time out at work to go call MetMin. He needs access to them after their business hours.
- Will also need access to internet, or low data so he's not charged on his phone

Motivation



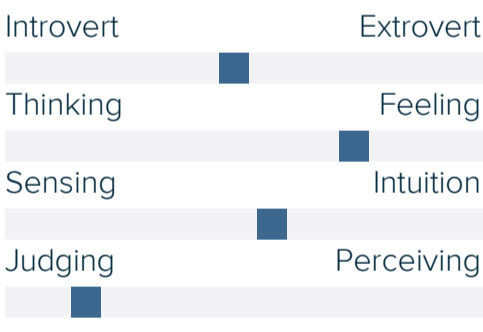
Technology



"The greatness of a man s not in how much wealth he acquires, but in his integrity and his ability to affect those around him positively."

Age: 45
Work: Custodial Manager
Family: Married, with 3 kids. His parents live with him as well.
Location: Tampa, FL

Personality



Bio

Diego is a son, Dad, father, and husband. He and his wife, Maria, have three children. Diego's parents are elderly and his father is ill. Diego is a great son, and helps with all of his father's medical bills. Maria is a full-time caregiver to Diego's parents and her three children.

The family is very loving and very close. Diego is a great co-worker and always enthusiastic. He hides his stress.

Diego is very smart, but English is his second language.

Jamie



- Loving
- Encouraging
- Tough

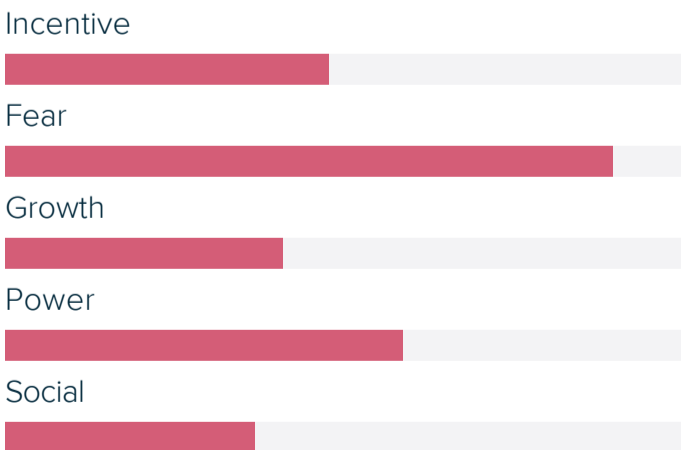
Goals

- Jamie is in need of safe housing, food and diapers, legal aid
- Wants to graduate college one day
- Seeks to create a safe and nurturing environment to raise her two girls

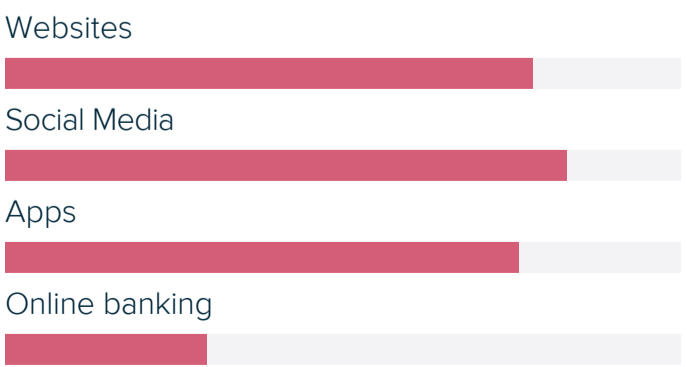
Frustrations

- Jamie doesn't know where to turn to get help fast.
- She needs a safe place where she can make a plan on how to get out and where to go
- Doesn't have much time between work and home to get these answers. Needs a private space to ask sensitive questions.

Motivation



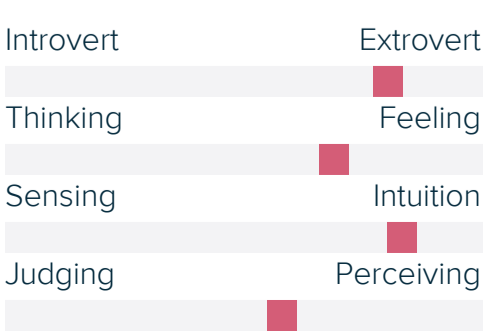
Technology



"You can't be brave if you've only had wonderful things happen to you."

Age: 29
Work: Medical Assistant
Family: In an abusive relationship, has two children
Location: Brandon, FL

Personality



Bio

Jamie is an incredible mom to her two girls. She is silently suffering, as her boyfriend is abusive. Jamie is scared to leave because she has no savings and no family nearby. Leaving her boyfriend would mean less access to diapers for her girls. He has never hurt the girls, but Jamie knows deep down it's a toxic environment for them to grow up in.

Jamie could use help from Legal Services.