

# Design Personas



**SARAH**

**Function:** Women's Leader in Settlement

**Location:** BidiBidi

**Role:** Organization Manager

**Behaviors/Characteristics:**

Low access to phone, has story to tell, emerging as leader in community

**Needs/Goals:** Need to be able to motivate others, make sure women are safe and being heard, access to funding

**Challenges/Frustrations:**

People are not listening; not getting a seat at the table with donors; Power outages, phone is old

**Position in Power Dynamic:** iNGOs will be inspired by her story, but has no real power to change systemic issues, suspect of UN/iNGOs; why don't they do more for the truly vulnerable?

**What Listen Up Platform for Action offers:** Gets voices of women heard, provide access to ideas and resources; her organization gets recognized



**CISSY**

**Function:** Outreach Gender Advisor

**Location:** Yumbe

**Role:** Org Manger/Platform Manager

**Behaviors/Characteristics:**

Knowledgeable of local context, motivated to be change agent/activist, not a tech power users, very busy, travels a lot

**Needs/Goals:** Need to be able to motivate empower others, concerned about sustainability

**Challenges/Frustrations:**

People are not listening; change is not fast enough; power outages, intermittent connectivity

**Power Dynamic:** Can be force for change, but not enough funding/clout/cynical of iNGOs

**What Listen Up Platform for Action offers:** Ways to report, hold others accountable



**HADIJAH**

**Function:** World Vision Food Distribution Officer

**Location:** Yumbe

**Role:** User

**Behaviors/Characteristics:** Doesn't know what SHEA is exactly, does not know how to connect women with services, wants to help

**Needs/Goals:** Needs to know how to help women in community, needs to know where services are;

**Challenges/Frustrations:** Wants to be an advocate but lacks resources and understanding of how the system to address changes works

**Position in Power Dynamic:** Wants to make improvements, but just trying to make a living

**What Listen Up Platform for Action offers:** Way to learn about SHEA, ways to connect survivors to services, learn more about how humanitarian aid works