

# SolidarityCard

## User Personas

### BENEFICIARIES

- Ex-convict
- Ex-foster care child
- Migrant
- Senior
- Worker obsoleted by automation

### ACTIVATORS

- Activist
- Retiree
- Student

### DONORS

- Doctor
- Lawyer
- Startup Founder
- Venture Capitalist

### CONTRIBUTORS (those who will build and maintain the SolidarityCard PLATFORM)

- Coder
- Designer
- Lawyer
- Marketer

### SOLIDAOISTS (those who will administer the SolidarityDAO DEVELOPMENT FUND)

- Everybody!

NAME

Mohammed Kassem

INITIAL ROLE

Beneficiary

AGE

36 (1984-01-24)

GENDER

Male

MARITAL STATUS

Married

OCCUPATION

Unemployed

INCOME

Zero

HOBBIES

Cooking & soccer

LOCATION

Paris, France

USE FREQUENCY

Daily

STORY

Mohammed is a young man who possessed a restaurant in Syria. He liked to cook and play soccer. As the war exploded, he and his wife decided to flee their country in order to seek a place where their baby could have a better life. They arrived in France after many months of struggle, but everything is a lot more complex than expected.

NEEDS

- Provide food and shelter for his family.

PAIN POINTS

- Communicating in the local language.

- Getting a job without residence papers.
- Renting an apartment without proof of a job.

## GOALS

- Learn how to speak French correctly.
- Find a home.
- Get a job.
- Learn new skills.

## PERSONALITY

- $E \leftrightarrow I = \langle -9 \dots +9 \rangle$
- $S \leftrightarrow N = \langle -9 \dots +9 \rangle$
- $T \leftrightarrow F = \langle -9 \dots +9 \rangle$
- $J \leftrightarrow P = \langle -9 \dots +9 \rangle$

## SKILLS & TECHNICAL ABILITIES

- IT & Internet =  $\langle 0 \dots 10 \rangle$
- Software =  $\langle 0 \dots 10 \rangle$
- Mobile Apps =  $\langle 0 \dots 10 \rangle$
- Social Networks =  $\langle 0 \dots 10 \rangle$

#### NAME

Jean Lefèvre

#### INITIAL ROLE

Beneficiary

#### AGE

64 (1956-03-12)

#### GENDER

Male

#### MARITAL STATUS

Divorced

#### OCCUPATION

Unemployed

#### INCOME

Zero

#### HOBBIES

Reading.

#### LOCATION

Paris, France

#### USE FREQUENCY

Daily

#### STORY

Jean is an old man who's been living in the street for 3 years since he divorced and then got fired from his job due to an asthma condition. He was a construction worker. He liked to read, but was forced to sell all his books. He sometimes sleeps in homeless shelters or in the subway. He asks for money in the same spot every day next to a jewellery shop.

#### NEEDS

- Food.
- Medication for asthma.

#### PAIN POINTS

- Finding a job at his age.
- Getting treatment for health issues.
- Renting a home without proof of employment.

#### GOALS

- Get a job that doesn't expose him to air pollution.
- Find a home.
- Buy new books.

#### PERSONALITY

- $E \leftrightarrow I = +1$
- $S \leftrightarrow N = +2$
- $T \leftrightarrow F = -2$
- $J \leftrightarrow P = 0$

#### SKILLS & TECHNICAL ABILITIES

- IT & Internet = 1
- Software = 1
- Mobile Apps = 2
- Social Networks = 2

NAME

Émilie Durand

INITIAL ROLE

Activator

AGE

29 (1990-05-28)

GENDER

Female

MARITAL STATUS

Single

OCCUPATION

Biology researcher

INCOME

Medium

HOBBIES

Picking mushrooms

LOCATION

Paris, France

USE FREQUENCY

Monthly

ESTIMATED TIME SPENT INTERACTING WITH SERVICE

One week to sign-up, learn about being an activator, receive the 10 cards.

One to two weeks to get some homeless people and activate their cards.

STORY

Emilie is a young woman activist who lives in Paris. She works as a biologist researcher at Le CRI (Centre de Recherche Interdisciplinaire). She is also a volunteer at La Base, a headquarters for social and environmental change initiatives. She likes reading and learning about the world.

NEEDS

- Earn a basic income for food, education, health, and housing.

- Contribute to building an inclusive society.

#### PAIN POINTS

- Feels overwhelmed by bureaucracy in the NGO world.
- Hard to find a connection between actions and real world results.

#### GOALS

- Wants to generate long-term impact.
- Help people in innovative ways.

#### PERSONALITY

- E <-> I =
- S <-> N =
- T <-> F =
- J <-> P =

#### TECHNICAL ABILITIES

- IT & Internet = 1
- Software = 1
- Mobile Apps = 2
- Social Networks =2

#### NAME

Lucas Jones

#### INITIAL ROLE

Activator

#### AGE

19 (2000-09-08)

#### GENDER

Male

#### MARITAL STATUS

Single

#### OCCUPATION

Student

#### INCOME

Zero

#### HOBBIES

Video games

Skate board

#### LOCATION

New York, United States

#### USE FREQUENCY

Monthly

#### ESTIMATED TIME SPENT INTERACTING WITH SERVICE

One week to sign-up, learn about being an activator, receive the 10 cards.

One to two weeks to get some homeless people and activate their cards.

#### STORY

Lucas is a young law student who lives in New York. He is hyperactive. His older brother was killed by the police when he was protesting. He likes to learn about cryptocurrency. He founded an environmental justice DAO with his college friends.

#### NEEDS

- Understand the legal system to protect the abused.



- Be constantly in motion.

#### PAIN POINTS

- Unbearable social injustice and inequalities.
- Impotence to change the world old people created.

#### GOALS

- Distribute wealth like Robin Hood.
- Be part of the cryptocurrency revolution.

#### PERSONALITY

- E <-> I =
- S <-> N =
- T <-> F =
- J <-> P =

#### TECHNICAL ABILITIES

- IT & Internet = 1
- Software = 1
- Mobile Apps = 2
- Social Networks =2

NAME

Dominique Fischer

INITIAL ROLE

Donor

AGE

74 (1945-04-23)

GENDER

Female

MARITAL STATUS

Married

OCCUPATION

Doctor

INCOME

High

HOBBIES

Gardening

Caring for her grandchildren

LOCATION

Berlin, Germany

USE FREQUENCY

Monthly

ESTIMATED TIME SPENT INTERACTING WITH SERVICE

15 minutes to donate on SolidarityCard website.

STORY

Dominique is a doctor in a hospital for old people. She has 3 children who are now adults. She lives with her husband in the suburbs of Berlin. She is thinking about her retirement and how to contribute to society. She wants to teach children as a volunteer.

NEEDS

- Feel secure in this world.

- Be connected with her family.

#### PAIN POINTS

- Feels concerned because she wants her grandchildren to grow up in a better world.

#### GOALS

- Contribute to long-term impact.
- Spend a peaceful retreat with her husband.

#### PERSONALITY

- E <-> I =
- S <-> N =
- T <-> F =
- J <-> P =

#### TECHNICAL ABILITIES

Dominique knows how to use a computer and a smartphone.

NAME

Henry Meurin

INITIAL ROLE

Donor

AGE

48 (1971-06-10)

GENDER

Male

MARITAL STATUS

Married

OCCUPATION

Startup founder

INCOME

Middle

HOBBIES

Sea kayaking

Walk along the coast

LOCATION

Marseille, France

USE FREQUENCY

Annually

ESTIMATED TIME SPENT INTERACTING WITH SERVICE

15 minutes to donate on SolidarityCard website.

STORY

Henry is a startup founder in the food delivery space. He lives in the south of France with his wife and their two young children. He's constantly trying new experiences, like learning languages or 3D printing. He feels concerned about the needs of homeless people.

NEEDS

- Blossom in his job.

## PAIN POINTS

- He doesn't know what to answer to his children when they ask why there are people asking for money in the street and wants this injustice to change.
- He rarely carries cash in his pockets anymore, so it's hard to donate to homeless people.

## GOALS

- Increase growth-rate of his startup.
- Be a model for his children.

## PERSONALITY

- E <-> I
- S <-> N
- T <-> F
- J <-> P

## TECHNICAL ABILITIES

Henry knows how to use a computer and a smartphone.

NAME

María García

INITIAL ROLE

Contributor

BIRTHDATE

37 (1982-07-07)

GENDER

Female

MARITAL STATUS

Married

OCCUPATION

Web developer

INCOME

Low

HOBBIES

Generative art

LOCATION

Barcelona, Spain

USE FREQUENCY

Weekly

ESTIMATED TIME SPENT INTERACTING WITH SERVICE

Depends on the demand.

STORY

María is a web developer. She lives next to the beach with her boyfriend who makes electronic music. She likes new challenges and contributes to different projects. She loves coding since she was a teenager and taught herself how to make websites. Contributing to open source has allowed her to work on interesting projects.

NEEDS

- Recognition for her work.

- Spend time with her mother on sundays.

#### PAIN POINT

- Doesn't have a diploma because she is an auto-didact.
- Explaining what she does to her family ain't easy.

#### GOALS

- Make a decent living from her passions.
- Contribute to projects related to environmental and social change.

#### PERSONALITY

- E <-> I
- S <-> N
- T <-> F
- J <-> P

#### TECHNICAL ABILITIES

Maria knows code.

NAME

Laura Sufy

INITIAL ROLE

Contributor

AGE

34 (1985-10-02)

GENDER

Female

MARITAL STATUS

Married

OCCUPATION

Freelancer designer

INCOME

Middle

HOBBIES

Self-care/ self-development

LOCATION

Paris, France

USE FREQUENCY

Monthly

ESTIMATED TIME SPENT INTERACTING WITH SERVICE

Depends on the demand.

STORY

Laura is a freelance designer for 7 years. She lives in Paris with her husband and their two daughters. She is always forwarding new interesting projects in her work. She and her husband stimulated and learned english to their daughters as early as possible to give them the best education to have a good career when they will be grown up.

NEEDS

- Material security for her and her family



- Travel in the world

#### PAIN POINTS

- Freelance does not assure financial security. Contribute to that kind of project supplement income.

#### GOALS

- Earn a good salary
- Have a good career

#### PERSONALITY

- E <-> I
- S <-> N
- T <-> F
- J <-> P

#### TECHNICAL ABILITIES

She is a designer.

NAME

Juan DIOSDADO

INITIAL ROLE

Contributor, Solidaoist

AGE

40 (1979-08-22)

GENDER

Male

MARITAL STATUS

Married

OCCUPATION

Writer/director

INCOME

Low

HOBBIES

Cook

Visit exhibitions

LOCATION

Paris, France

USE FREQUENCY

Daily

ESTIMATED TIME SPENT INTERACTING WITH SERVICE

Everyday - 4 hours

STORY

Juan is an avant-gardist creator of ideas. He is from Mexico. He's lived for thirteen years in Paris with his girlfriend. He is an autodidact. He can't stand inequalities in society. He is for universal basic income.

NEEDS

- Act meaningfully to change the world
- Work with engaged people

## PAIN POINTS

- Unbearable to let people without resources to live
- Enter in cashless revolution without vulnerable person

## GOALS

- Contribute to equality
- Contribute to spread environment and social initiatives

## PERSONALITY

- E <-> I
- S <-> N
- T <-> F
- J <-> P

## TECHNICAL ABILITIES

Juan knows how to use a computer and a smartphone.

NAME

Myriam LOSA

INITIAL ROLE

Solidaoist

AGE

36 (1983-04-13)

GENDER

Female

MARITAL STATUS

Single

OCCUPATION

Nurse

INCOME

Low

HOBBIES

Jogging.

Going to the theater.

LOCATION

Paris, France

USE FREQUENCY

Weekly

ESTIMATED TIME SPENT INTERACTING WITH SERVICE

Everyday - 4 hours

STORY

Myriam is a nurse. She is very disappointed by the public and private medical structure. The low budget from the government has a repercussion on the way to treat patients. She's experienced several burnouts trying to do her best to compensate for the hospital's needs. She lives in an apartment-share with 3 other people.

NEEDS

- Work in good and humanist conditions.
- Spend time with her friends.

#### PAIN POINTS

- Difficulty to find a role/job in the society where humans are in the center of preoccupation.
- She doesn't understand why incomes are so low.

#### GOALS

- Take care of people.
- Fall in love.

#### PERSONALITY

- E <-> I
- S <-> N
- T <-> F
- J <-> P

#### TECHNICAL ABILITIES

Myriam knows how to use a computer and a smartphone.