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 <-> I = <-9...+9>
- S <-> N = <-9...+9>
- T <-> F = <-9...+9>
- J <-> P = <-9...+9>

SKILLS & TECHNICAL ABILITIES
- IT & Internet = <0...10>
- Software = <0...10>
- Mobile Apps = <0...10>
- Social Networks = <0...10>

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 <-> I = +1
- S <-> N = +2
- T <-> F = -2
- J <-> 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 ressources 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.