



DISCOVER

PERSONA TEMPLATE

Persona Name and Quote:



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Persona Description:

My Needs

What Impacts My Decisions

My Frustrations



DISCOVER

PERSONA EXAMPLE

Single Mom Sally



"My kids come first. Every minute I spend on hold or filling out confusing paperwork is time I'm not helping them with homework, making dinner, or just being present. I'm doing everything I can for them — I just wish the system made it a little easier."

Persona Description:

I am a 31-year-old single mom of a 5- and 7-year-old. I consider myself to be tech savvy. I order groceries and do most of my shopping online. I have one full time job and pick up as many extra shifts there as I can. I also make and sell diaper cakes on Etsy. I rely on my family for childcare but would like them to have a break every now and then. I would also like my kids to be able to socialize and make friends with kids their own age.

My Needs



Free or low-cost program for my kids



Flexibility

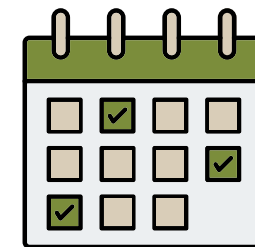


Local access as my car is not reliable



Work/Life balance

What Impacts My Decisions



Schedule



Family impact



Community reviews

My Frustrations

- Financial restrictions
- Complicated processes that take too much time to complete
- Over busy schedule