



USER PERSONA #1 Javier

Description (*background and demographic information*): Javier is 35, Latino, and born in Jalisco, MX. He is married and a patient papa to 3 young kids who are bilingual. English is his second language and his wife works at a local Mexican restaurant and is taking English classes at night through their church. He works 50+ hours per week for a construction company and has been loyal to the job the last 7 years. He's been passed over for promotions. He has minimal understanding of the company's policies and procedures. All information is printed in English and the HR department does not have bilingual speakers. His son (age 8) has a medical condition and needs surgery but the family isn't sure how to navigate the company's benefits program nor do they have enough trust in the healthcare system. He went to talk to HR and was told to check the employee handbook and insurance company website. Other workers look up to him, he is a natural leader and his opinion goes a long way with the crew.

Needs a way to (*describe their goals*): Javier feels he should be compensated for his leadership as the crew boss. He also needs to understand how to navigate both the company's benefit program and the healthcare system. This includes talking to the insurance company to get pre-authorization, understanding what his family's medical benefits are, his portion of the costs of the surgery, etc. Finally, he would like the HR department to have at least one Spanish-speaking employee able to help guide him (and others) through various processes.

Current frustrations (*articulate their pain points*): While he really loves his job and the people who work with him, he's frustrated there isn't more support for employees like him, who make up 32% of the company's workforce. His crew is mostly Latino men who work long hours and very few of them get promotions as compared to local, White employees. He's worried about not spending enough time with his kids, especially his youngest who needs the surgery. With his wife going to school at night, he usually comes home as she leaves but in time to eat and then put the kids to bed.

Primary motivations are (*what are their values and motivations*): He would do anything to take care of his family. He's been saving money to move out of their apartment and into a home where his kids have a backyard to play and in a safe neighborhood. He's afraid the cost of surgery will wipe out their funds. If he made \$5 more per hour, he thinks they could purchase a starter home (once his wife has completed her GED). He supports his parents by sending money to them each month.

Key/Primary Needs:

POINT OF VIEW: It would be game-changing to create a world for Javier where he _____

and makes him feel _____ so that _____.

USER PERSONA #2 Fatima

Description (background and demographic information): Fatima came to this country through the Idaho Office for Refugees from Afghanistan with her immediate family and mom. In April 2020, her husband contracted COVID and died leaving her with two children ages 2 and 6. She talks about how blessed she is to have a mom who cares for her kids so she doesn't have to put them in daycare while she works at a local food processing plant. She wants to go back to school to make a better life for them all but money is always tight. Things like getting better tires for the car keep getting put off because they need to buy groceries and diapers. When it snowed last winter, she took the bus to work just to be safe. This meant two less hours per day with her family. Her HR file notes "she's been a great employee for the last two years." Currently she makes \$35K. Her supervisor saw her as "up and coming" for promotion but then she just up and quit one day... for personal reasons.

Needs a way to (describe their goals): Fatima wants to give her children a life without worry, without the financial struggles she's been through. She's heard her mother often say that a caring family matters more than new toys and cute clothes. She believes this because she lived it. Still, it would be nice to not always be living paycheck to paycheck, waiting in fear of an emergency that will push her over the edge. If she could just find a way to get the tuition for night school and get her degree, she's sure she could get a manager position. Then they would be alright.

Current frustrations (articulate their pain points): Though the company never knew, Fatima's mom died suddenly in a car accident. Her grief turned into depression. Not knowing what to do and not having another support system, she simply quit to care for her kids. The refugee center agreed to pay one month's rent and in her file she's quoted as saying, "How am I supposed to even look for a job now? My mother was the only one I had to look after the kids and there's no way I can afford daycare!" Now, facing an eviction notice, Fatima is thankful there is a local food bank, "We may be living in the car next month."

Their primary motivations are (what are their values and motivations): She wants to not have to live paycheck-to-paycheck and in a place where she won't have to worry about being evicted. She needs support on all fronts—housing, childcare, tuition, vehicle maintenance, etc.

Key/Primary Needs:

POINT OF VIEW: It would be game-changing to create a world for Fatima to _____

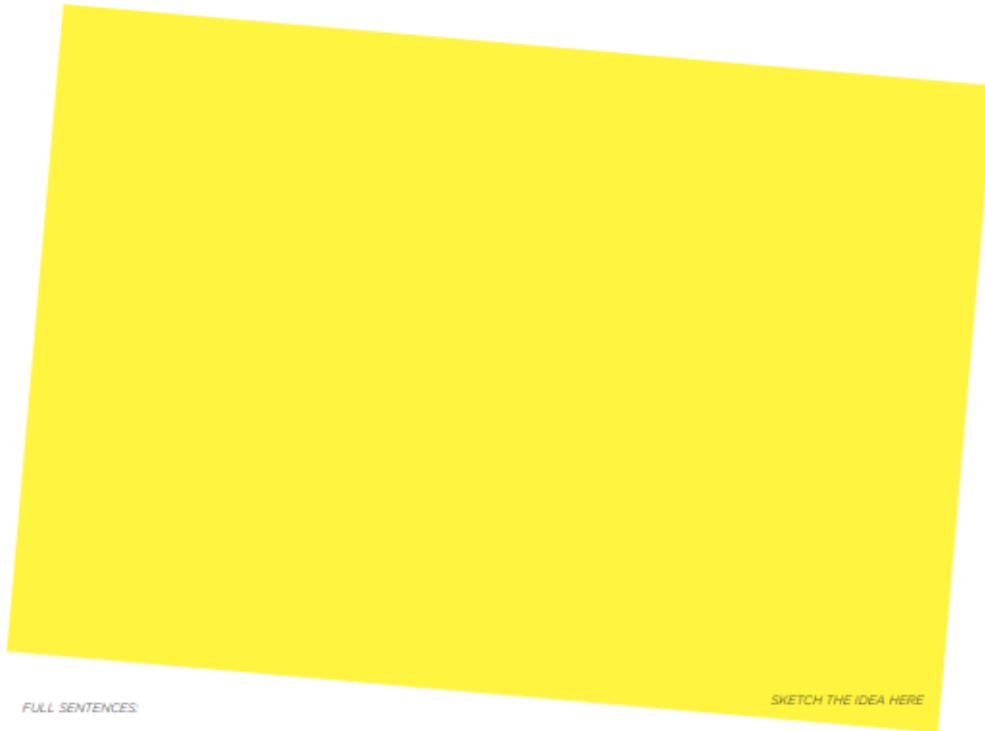
and makes him feel _____ so that _____.

IDEA DASHBOARD

HEADLINE THE IDEA HERE

**CAPTURE AND FLESH
OUT YOUR CONCEPT**

Names: _____



FULL SENTENCES:

SKETCH THE IDEA HERE

WHAT IS IT?

HOW DOES IT WORK?

WHY IS IT IMPORTANT TO OUR USER?