



Maria Cox

Age: 52

Occupation: Library Circulation Assistant

Location: Woodbury, Minnesota

Archetype: The caregiver

Qualities: Helpful, amiable, unassuming

GOALS

- Donate books from her library
- Learn about the donation process for big quantities of books.
- Needs details like: location, drop off process, and paper work.

CHALLENGES/DISLIKES

- Having to click through so many pages to get to what she's looking for.
- Dislikes when search engines give random results instead of relatable results.
- Dislikes when companies send her too many promotional emails, cluttering her inbox.

TECHNOLOGY/HABITS

- Feels confident using her desktop at work.
- Utilizes databases on a daily basis, reads online often.
- Uses her iPad at home to access the web.
- Accesses the internet on her phone only for emails.

MOTIVATIONS/INTERESTS

- Want to be more efficient at her job tasks.
- Doesn't want books to go to waste.
- Likes the feeling of reading paperback books instead of using eReaders.



Jacob Warren

Age: 26

Occupation: Personal Trainer

Location: Chamblee, Georgia

Archetype: The explorer

Qualities: Empathetic,
courteous, passionate

GOALS

-Wants to know about their job openings and what they have to offer.

-Wants to know how much time does he have to commit to volunteering.

-To know more about traveling to Africa with BFA, if possible.

-Learn more about the organization and it's history.

CHALLENGES/DISLIKES

-Gets impatient when websites lag or take too much time to load.

-Dislikes when he asked to create an account to access content.

-Gets frustrated when he doesn't get a confirmation email when does any purchase online.

TECHNOLOGY/HABITS

-Feels very confident using his laptop and phone in an everyday basis.

-Likes wearable technology and uses his watch for the easy access to fitness data and notifications.

-Doesn't post frequently on social media, but is attentive to the users he follows.

-Very attentive and diligent with his emails because he has clients he trains online.

MOTIVATIONS/ INTERESTS

-Has extra time in his hands and wants to spend it with a meaningful cause.

-Likes to travel to new places.

-Enjoys exercising and educating people on health and fitness.

-Is constantly searching to learn more, because he thinks learning new things is the best thing you can do for self improvement.



George Rodgers

Age: 59

Occupation: Digital Sales

Product Owner, Sun Trust

Location: Atlanta, Georgia

Archetype: The ruler

Qualities: Wise, diligent,
responsible

GOALS

- See opportunities BFA can offer for a group of volunteers.
- Book a specific time to volunteer online.
- Learn what is acceptable to bring, and what can stay behind when donating books.
- Learn about parking services, and directions.

CHALLENGES/DISLIKES

- When devices don't sink and he has to refill all the content again.
- A website can't clearly communicate their services or products.

TECHNOLOGY/HABITS

- Likes to use his smartphone for organizational purposes. Feels very comfortable with it.
- Likes to find the most efficient way to get his tasks done on the computer.
- Likes to communicate via email. His favorite program is Excel.
- Does a lot purchasing in Amazon because it is easy and fast.

MOTIVATIONS/ INTERESTS

- Is in charge of planning his department team outings.
- Likes for things to get down to the point, hates wasting time when navigating the web.
- Feels like he spends too much in his office doing work and could be doing other things.
- Think he could use Sun Trust's resources in a more meaningful way.