

Layla Wilson



Occupation
Mother / Substitute Teacher



Location
Utah, USA



Age
45



Family
Married. 5 children.

Psychographics

Internet

Political Involvement

Community Involvement

About

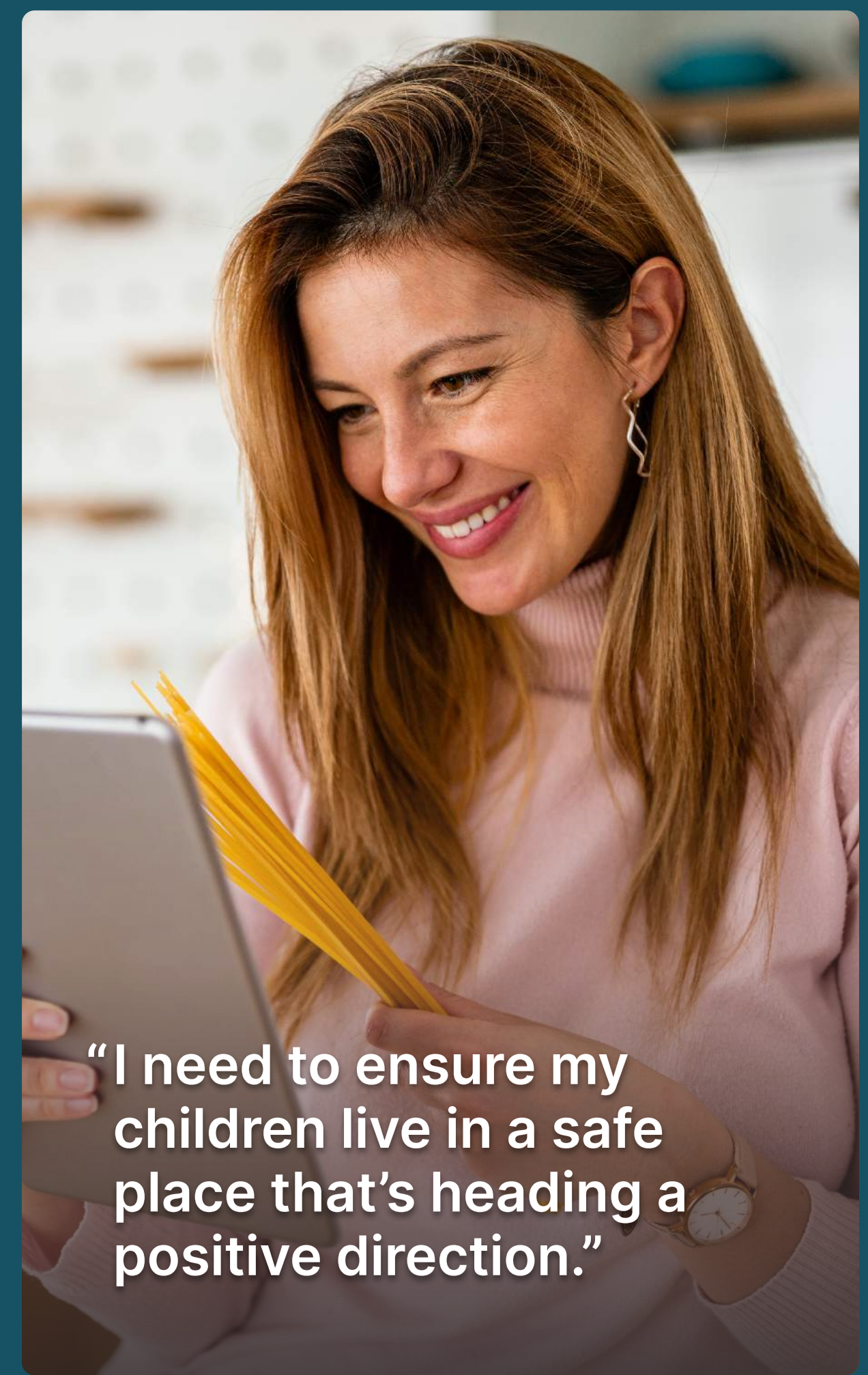
Layla is raising a family of 7, with 5 kids ranging from toddler to young adults. She cares about her community especially because she wants her children to grow up in a safe environment that embodies her ideals and values.

Needs

- A strong community where she's comfortable raising her children long term.
- Community, city, and state leadership that listens to the public's needs
- Wants to see her community, city, and state trend in a positive direction.

Pain Points

- Feels that certain aspects of the community need extra attention and development, but sees no progress being made.
- Has an idea of how to improve part of the community to make it safer for children in her district, but doesn't know how to get her idea out in front of the right people.



"I need to ensure my children live in a safe place that's heading a positive direction."

Conner Kotter



Occupation
Junior Financial Analyst



Location
Utah, USA



Age
27



Family
Single

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About

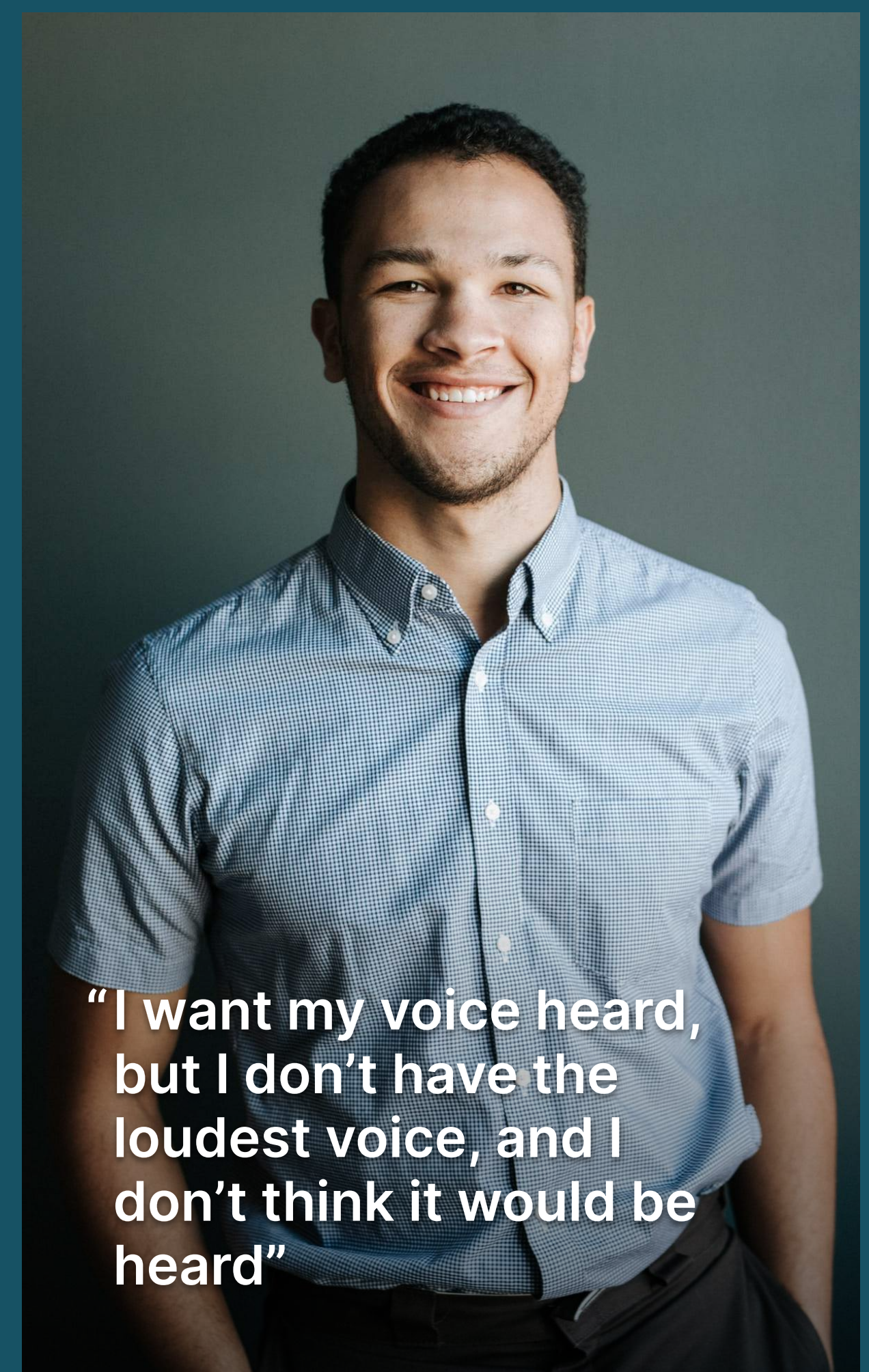
Conner usually keeps to himself and considers himself an introvert. He likes to stay informed in his community and in politics, but usually isn't very active unless he hears from his friends about an issue or government plan he cares about.

Needs

- Wants to participate and let his input be heard while not stepping too far outside his comfort zone.

Pain Points

- Aside from sharing "safe" (non-controversial) posts on social media, he doesn't know how to get his feelings in front of his state representatives.
- He gets discouraged when he has a concern or conviction about something, but doesn't know to whom to share it, or it might come at a cost of him being "exposed" (embarrassed or made fun of for unpopular opinion.)



"I want my voice heard, but I don't have the loudest voice, and I don't think it would be heard"

Hannah Prisby



Occupation
Law Student



Location
Utah, USA



Age
23



Family
Single

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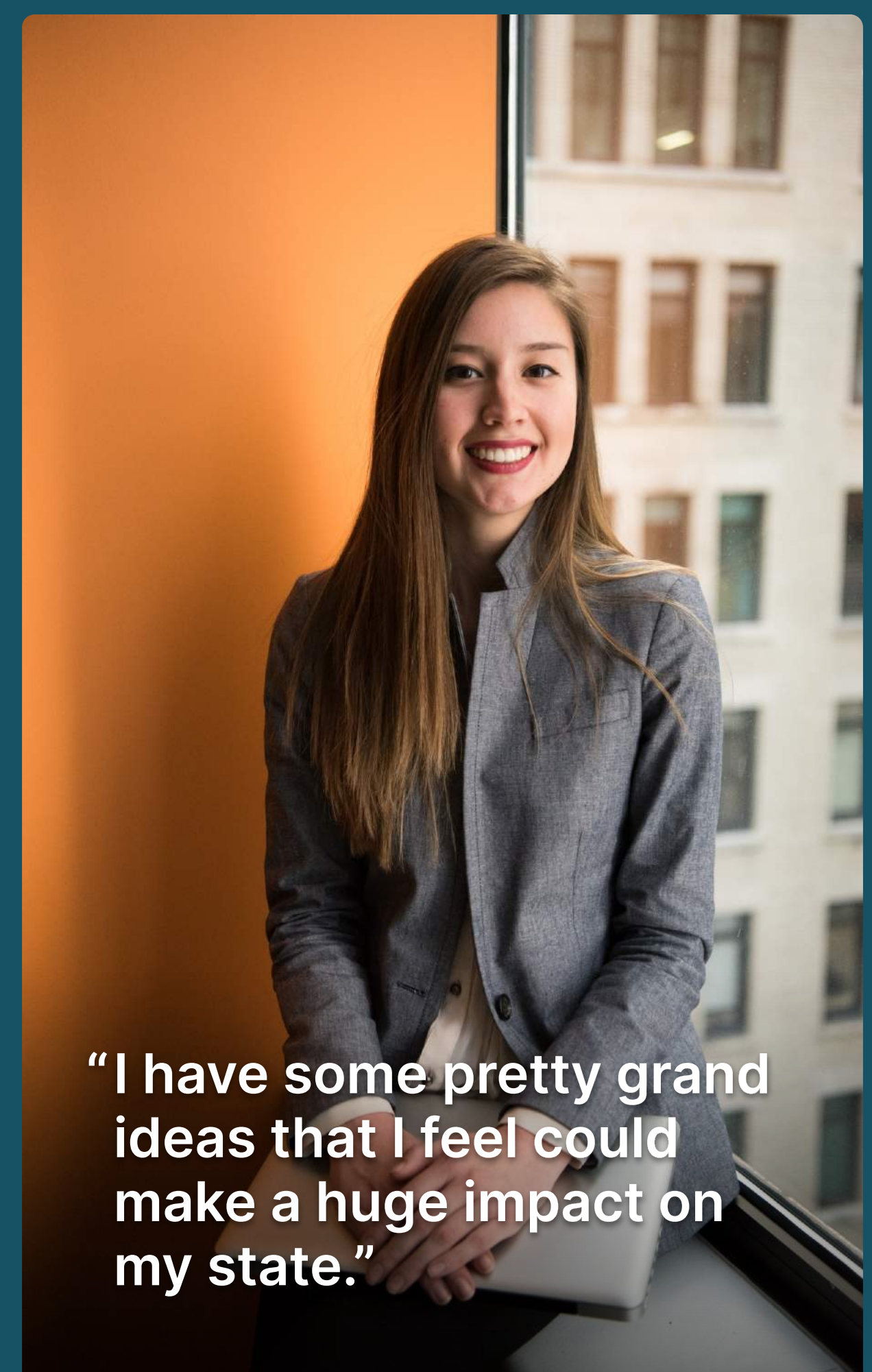
Hannah is a Freshman in college studying law. She loves to participate when she can in anything political as she finds it exciting and seeks experience. She's passionate about progress and has big dreams of "climbing the ranks" and getting voted into a political office.

Needs

- Wants to be able to contribute to her state government's progress, discussion, bills, and more.
- She wants recognition for her efforts and active participation in local government.

Pain Points

- Hannah has a specific plan for a department, but doesn't know who she should get her solution to.
- Hannah appreciates government efforts and its purpose, but gets frustrated at how slow and archaic the process can be to get ideas recognized and off the ground.



"I have some pretty grand ideas that I feel could make a huge impact on my state."