

Jordan Thompson



"I just need to know where to look first."

Age: **26**
Work: **Student and Freelancer**
Family: **Single**
Location: **Santa Fe, New Mexico**
Education: **Some College**

Driven

Focused

Determined

Struggling

Goals

- To pass his remaining classes and finally finish his Bachelor's degree
- To stabilize his current financial situation and better provide for his basic needs.
- To locate the Student Services web page and hopefully find some resources to help him through his current situation.

Bio

Jordan is a 26 year old who just recently returned to ASU to finish his Bachelor's degree. He has been attempting to strike a work life balance while also going to school part time online. Operating on a single person's income as a gig worker and going to school has been tough on his bank account. Recent inflation has been especially hard. He needs to find some food security resources so that he can fully focus on his schoolwork and finish his degree.

Navigating the Web

Not Proficient at all

Very Proficient

Internet Usage

8+ Hours

Devices Used

- Computer
- Smartphone
- Tablet

Justification:

This persona reflects one of the two main archetypes of participants we encountered in our research. Jordan represents the mid to high 20s age group we encountered who is/has been worried about food security. He is extremely comfortable with navigating the web, as nearly all of our interviewees reported being. In addition, he makes extensive use of the internet throughout the day and has all the major devices one might use to do so. Jordan reflects the experiences of many of our participants - a part time student, back to finish their degree, trying to balance work and school in a difficult market.

Christina Perez



"For my family I have been worried on an occasion."

Family Focused

Ambitious

Responsible

Expects efficiency

Goals

- To provide for her family as best she can while simultaneously earning her degree so she can get a better job.
- To find information about where she might be able to find food security services, whether through ASU or more local services.
- To be able to find this information easily and efficiently, without having to jump through a lot of hoops...

Age: **31**

Work: **Student and Administrative Assistant**

Family: **Married w/ two children**

Location: **San Jose, California**

Education: **Associate's degree**

Bio

Christina is a 31 year old mother of two. She works extremely hard, both at work and at school. She works as an administrative assistant and is going to school at ASU online to finish her Business degree. One day, she would like to start her own consulting business, but in the here and now, resources are tight. Providing for her family is her top priority, and she is looking for resources to help supplement her income to help out her family. Trying to keep all these balls in the air has been taxing on her mental health and this is reflected in her recent academic performance.

Navigating the Web

Not Proficient at all

Very Proficient

Internet Usage

8+ Hours

Devices Used

- Computer
- Smartphone

Justification:

This persona reflects one of the two main archetypes of participants we encountered in our research. Christina represents the low 30s working professional who has returned to school to seek retraining to advance their career. This archetype has a family they are worried about providing for and doesn't have the patience to go searching all over a website for more information on food security. While this user considers themselves proficient in navigating web services and makes extensive use of the internet, they don't consider themselves fully proficient.