

# PERSONAS

Use this when you begin designing a product or service and you want to really understand who you're designing for.

## A note for the facilitator:

Depending on how you're planning to use these personas (Marketing, SaaS, etc.), you might want to add more categories to your Personas or replace some of the categories specified below.

## 1 Create primary personas

Primary personas are your target user for your product or service. Their needs, pain points and motivations should inform your design.

**PRO TIP:** Give your personas some personality to make them as "human" as possible.



### Enforcement Authorities

*"Care and protection of natural resources"*

DEMOGRAPHICS	BEHAVIORS	ATTITUDES
Mountainous areas Hard access Risky areas (Violence)	Constant alertness Research Decision maker	Constant alertness Open to dialogue Coordinate process

  

NEEDS/ CHALLENGES	GOALS/ MOTIVATIONS	HOW CAN WE HELP?
Detect illegal mining Protect the environment Reduce violence in mining areas	Early detection of illegal activities Systematize the detection process Collect evidence	Satellite images Automatic alerts Plotting areas of interest



### Regulation Authorities

*"Improve Operational Efficiency and decision making"*

DEMOGRAPHICS	BEHAVIORS	ATTITUDES
Difficult access to information Areas difficult to control socially	open to new information Administrative processes Recursive	Decision maker conciliatory attitude Coordination between institutions

  

NEEDS/ CHALLENGES	GOALS/ MOTIVATIONS	HOW CAN WE HELP?
Reduce environmental damage and preserve Colombia's natural resources Improve coordination of law enforcement activities to prevent illegal mining Improve Operational Efficiency and decision making	Administrative processes Increase the amount of revenue from royalties of mined materials. Access and share multiple relevant datasets	Provide early alerts of activity indicative of mining Access and share multiple relevant datasets Provide continuous awareness through regularly updated data across areas of interest