

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