**Intent:** This is just a tool to use to collaboratively add to our primary user persona, empathy map, and journey map

## Primary user persona: Consolidate and summarize your user research findings. Craft a research-driven primary persona. This is your audience analysis deliverable #1, a persona profile sheet.

| Name | Bio | Interests | Goals | Frustrations | Motivations |
|---|---|---|---|---|---|
| Charlie [1] | Lives in Seattle, Washington. | Big-picture issues like climate change, politics, and socioeconomic issues. | Develop more informed consumer habits | Determining small-scale solutions they can partake in on a daily basis | Overfishing and potential extinction of ocean species |
| **Skills/attributes** | Working class with limited time and resources. | Likes to follow informative social media accounts and watch documentaries/docuseries, reads the news. | Spread environmental awareness | Sharing information and solutions without overwhelming or pressuring others | Eating sustainably |
| | Shops at mainstream grocery stores. | Enthusiastic about spending time outdoors hiking and camping in beautiful Washington. | Continue learning about specific issues that impact the environment | Analyzing large, complex problems requiring many research sources | Staying healthy |
| Age: 35 | | Cooking at home | | | |
| Job: Server at a local restaurant [2] | | | | | |
| Tech-savvy, familiar with basic smartphone apps | | | | | |

## Empathy map: As a team, complete an empathy mapping workshop for this persona. Capture the results in a "Says/Thinks/Does/Feels" four-quadrant diagram. This is your audience analysis deliverable #2, an empathy map.

| Says | Thinks | Does | Feels |
|---|---|---|---|
| "I want a reliable source for the seafood I should eat." | "What do I do from here?" | "Where can I find this information?" | Unsure who to trust |
| "Where should I start?" | "Why isn't this information transparent and easy to find?" | Googles "fish sustainability" in-store. | Anxious |
| "Is there an app for that?" | "What seafood is the best for my health?" | Uses smart phone more than computer | Frustrated |
| "I need easy-to-understand-quickly info." | "Am I doing the right thing for myself and the environment?" | Makes informed decisions | Indecisive |
| | How much can I afford? | | Uninformed |
| | | | Empowered by information |

## Journey map: Create a journey map for your primary persona. This journey map's scope is flexible. You can map the journey of a single goal or common task, or the journey map of your persona's customer lifecycle. Be sure to include any relevant channels, potential pain points, motivations, and, critically, the role of content in each stage you've identified. This is your audience analysis deliverable #3, a journey map.

| Actor | User | Charlie | | |
|---|---|---|---|---|
| **Scenario + Expectations** | **Scenario** | | **Goals** | |
| | Customer lifecycle for article, infographic, and wireflow for seafood recommendation application | | ease of use, maximize opportunity for sharing information through social media and word of mouth | |
| | **Phase 1 - Awareness** | **Phase 2 - Understanding** | **Phase 3 - Action** | **Phase 4 - Spread awareness** |
| **Actions** | Sees a documentary, reads an article, listens to a podcast | Finds source that simplifies and combines seperate research to break down the issue | Downloads the app | Shares the article/infographic |
| | Starts seeking additional information | Realizes how the different variables relate to the sustainability of fishing industry | Goes to the store | Recommends the app |
| | Questions their own consumer choices | More fully grasps the impact | Uses the app | Shares saved fish ratings via app |
| | | | Makes a choice about product | |

| | | | | | |
|---|---|---|---|---|---|
| **Mindsets** | Piques interest in the environmental impact of the seafood industry | | | | |
| | "Wow. I didn't realize how environmentally damaging the seafood industry is!" | | Trying to efficiently shop with limited info while making good choices | "I should share this app with my friends." | |
| | | Motivated to take action: "Hey, here's this app that will tell me about the impact of different kinds of seafood." | "Based on the info in this app, I should (not) buy this product." | Tells friends and aquaintances which fish to purchase and not purchase based on findings | |
| | | | | | |
| **Opportunities + Internal ownership** | Article placement possibly in cooking or lifestyle magazine | App placement at end of the article | Link to app download (for viewing article on mobile devices) | Sharing opportunities for article, infographic, app, and fish ratings. | |
| | | | QR code to app download (for those viewing article on computer) | Ability to share findings on social media | |
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**Summary of Audience Analysis Deliverables:** Our User Persona is centered around Charlie, a 35 year old restaurant server that lives in Seattle, WA. They want to make more informed choices when purchasing seafood at the grocery store. They are motivated by eating sustainably and are concerned with overfishing and health issues when purchasing seafood. Our empathy map underlines the sense of urgency and frustration that Charlie feels when searching for information on making the right seafood choice. The need for ease of use and reliability is evident through the empathy map. Our journey map takes Charlie through the customer lifecycle and shows the opportunities for placement of our deliverables and possible means of our persona sharing via social media.

[1] Maybe something gender neutral?

[2] Maybe someone who is working class and cares about their food, but doesn't have the expertise of a chef.