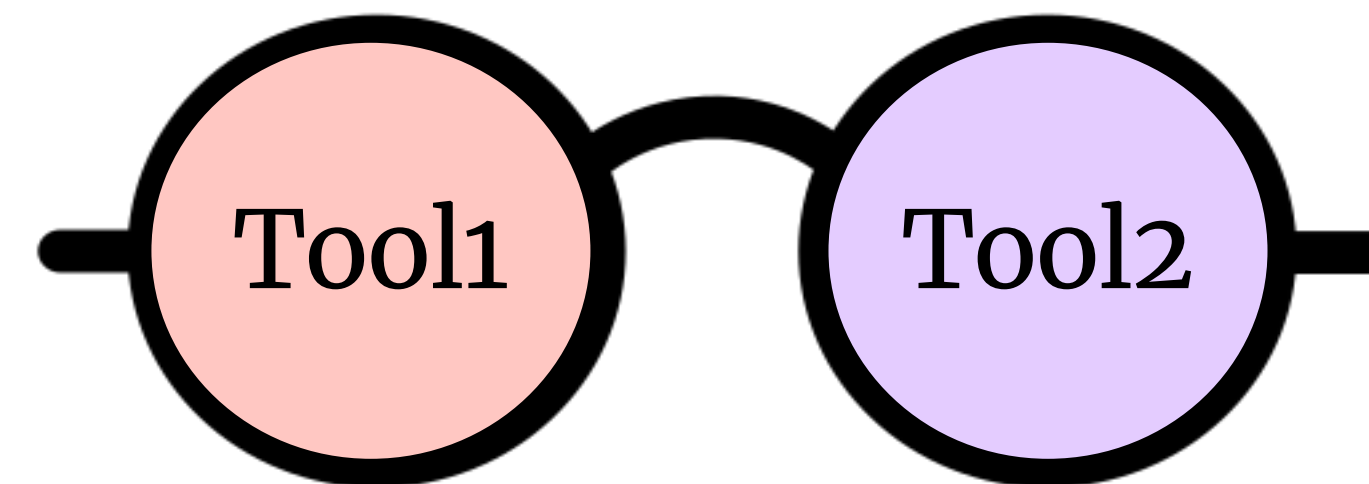
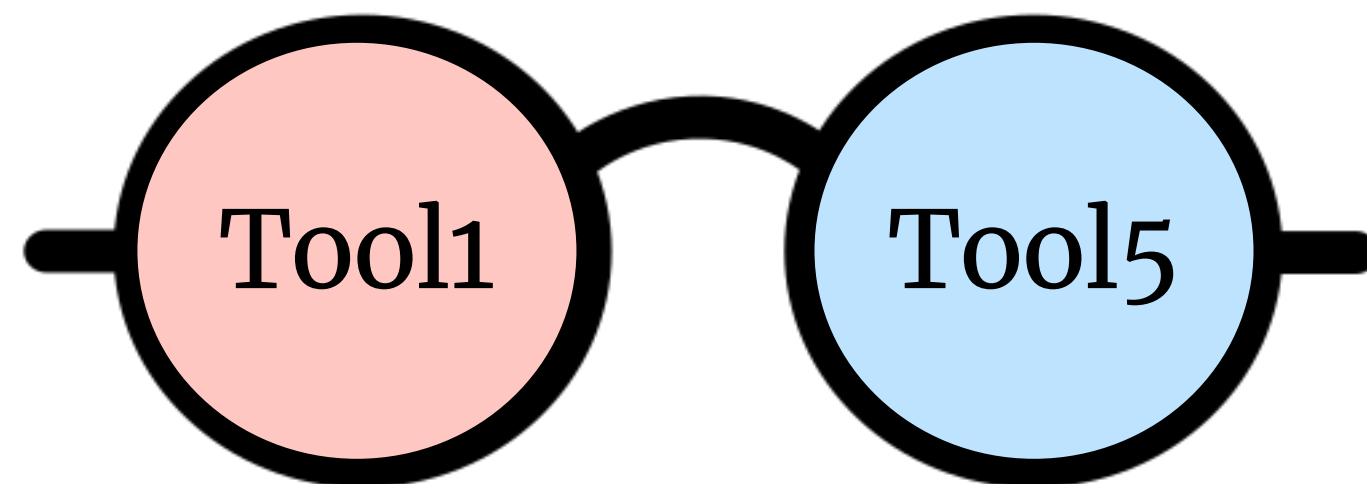
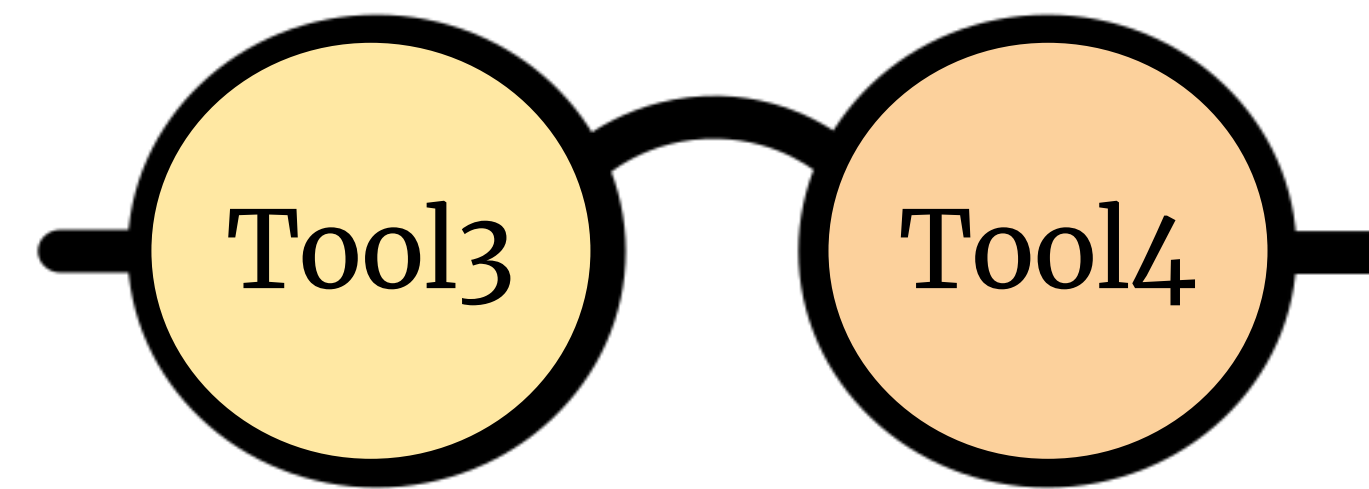
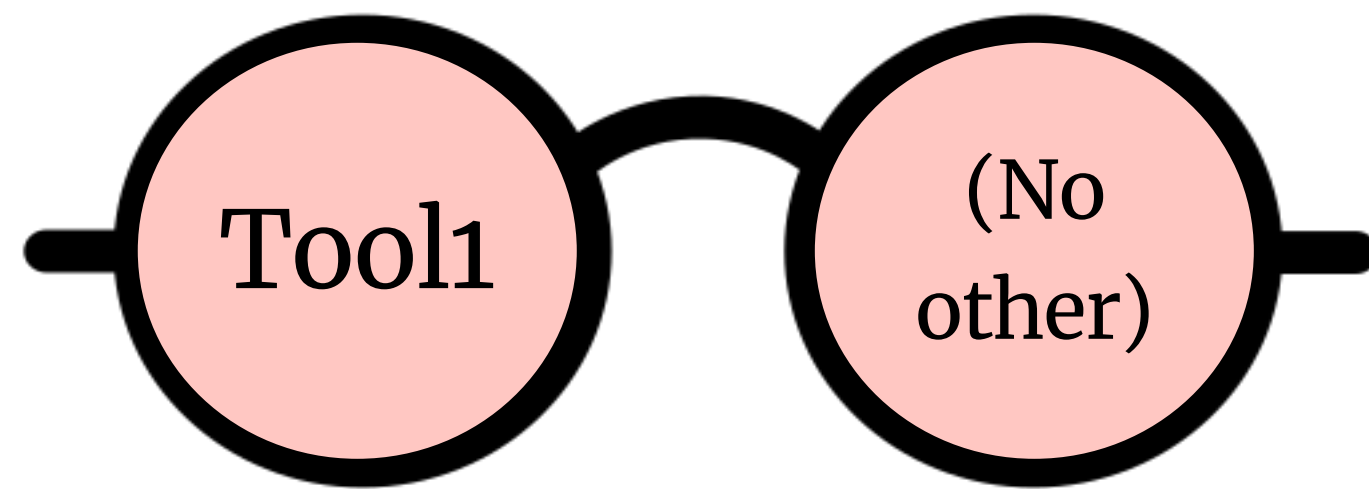
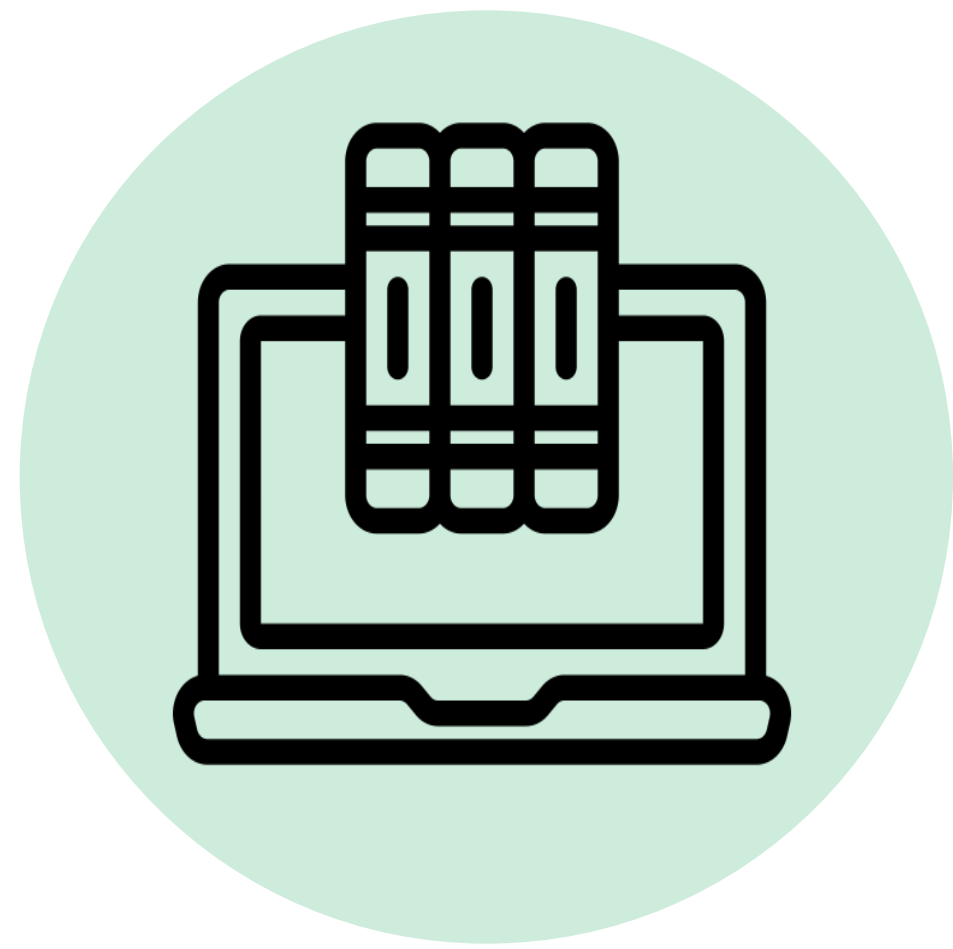


Each element corresponds to a persona and depicts the two resource(s)/tool(s) they use the most. Each tool is color-coded.





Persona icons

Persona Summaries

Persona Name

Persona Summary



Luis the Genealogist

Speciality is African-American genealogy. Strongly connected to regional and online genealogy communities through social media and in-person conferences. Teaches & attends a lot of webinars.



Persona Name

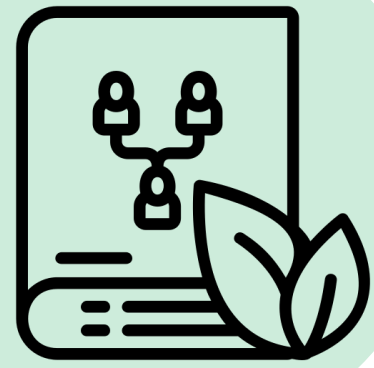
Persona Summary



Persona Name

Persona Summary





Luis the Genealogist

Speciality is in African-American genealogy. Strongly connected to regional and online genealogy communities through social media and in-person conferences. Teaches & attends a lot of webinars.

Goals

Goal 1

Goal 2

Behaviors

Behavior 1

Behavior 2

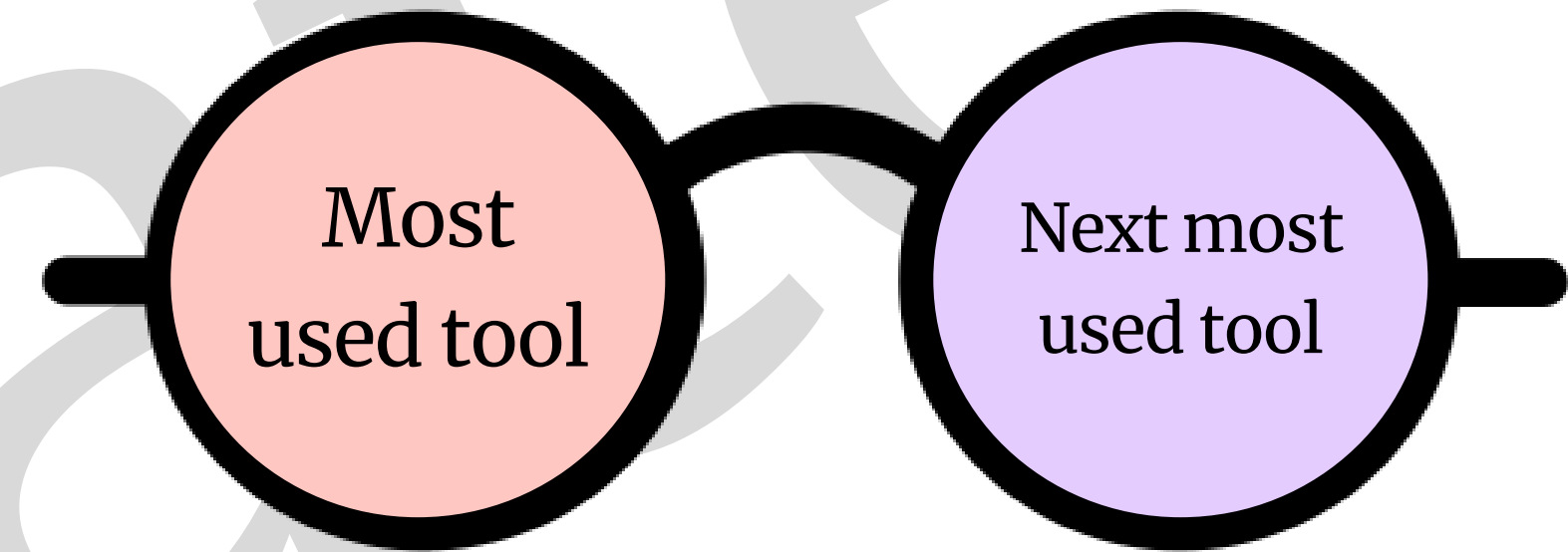
Behavior 3

Constraints

Constraint 1

Constraint 2

Constraint 3



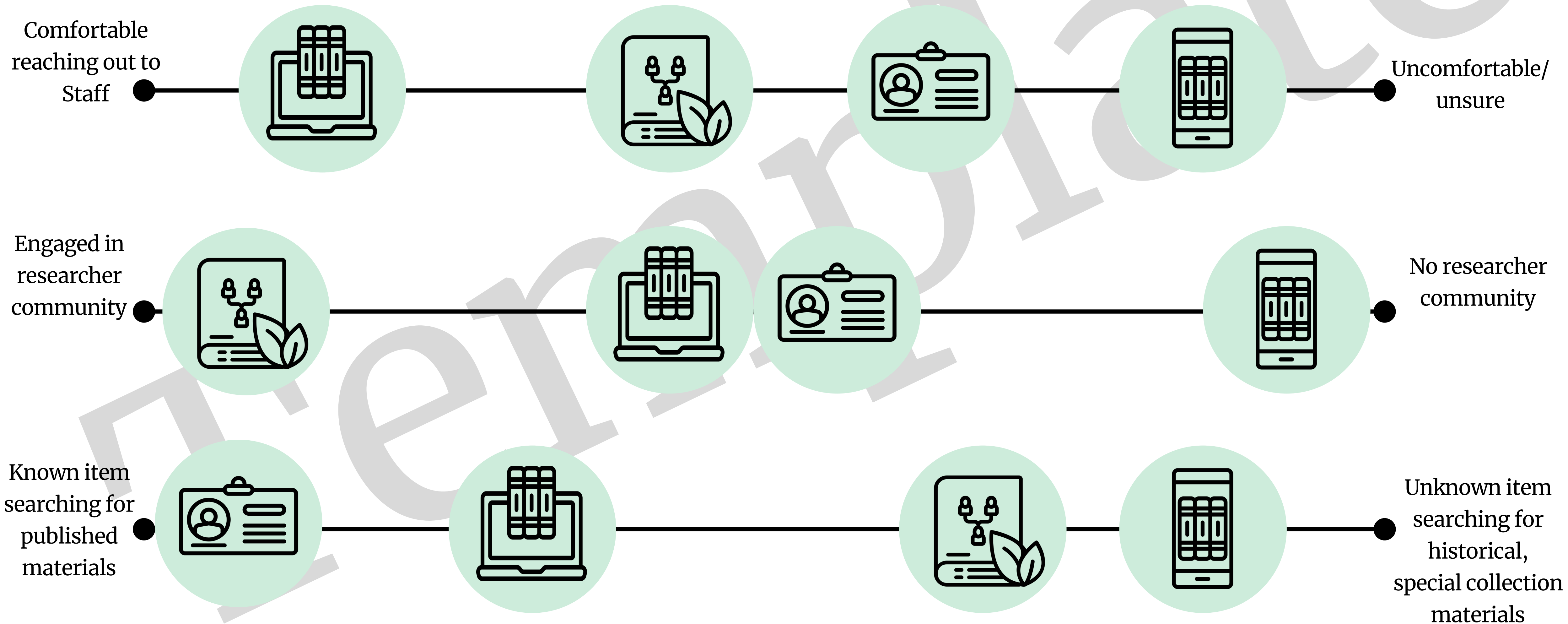
“Quote from interview”

Supporting Data from the Survey

Data point #1

Data point #2

Considerations Across Personas



Journey Map

Luis does a search in their most used tool for photographs of their mother's hometown.

