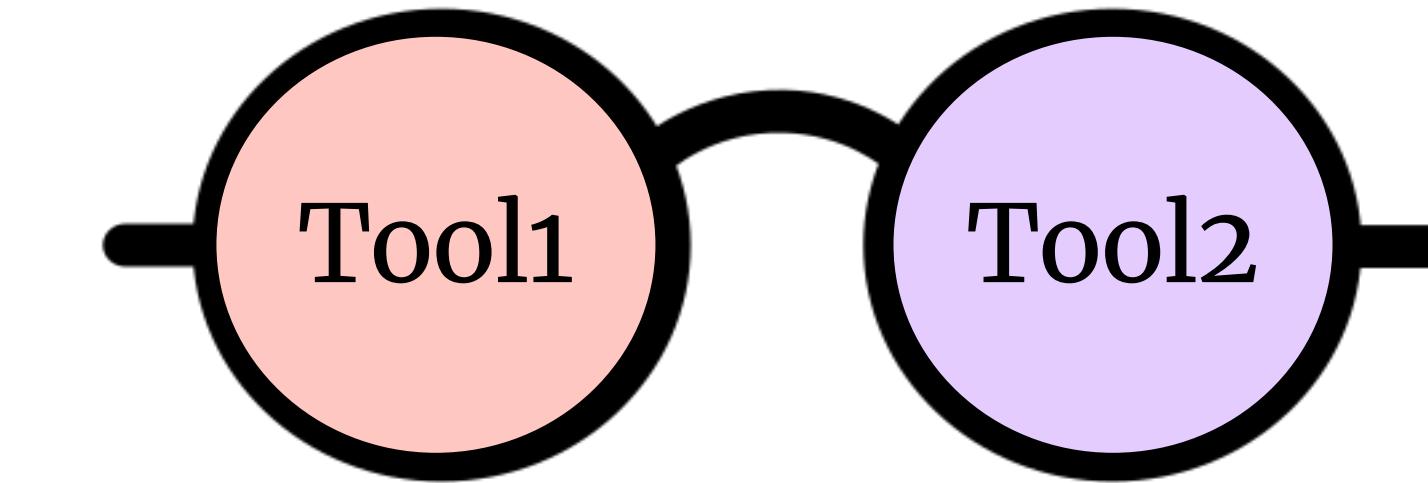
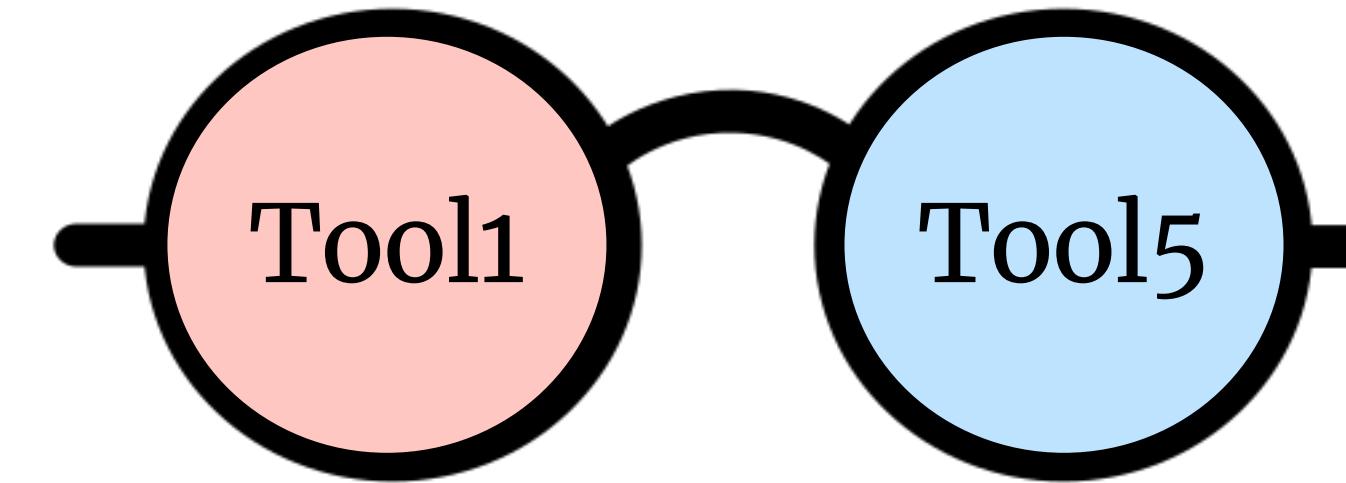
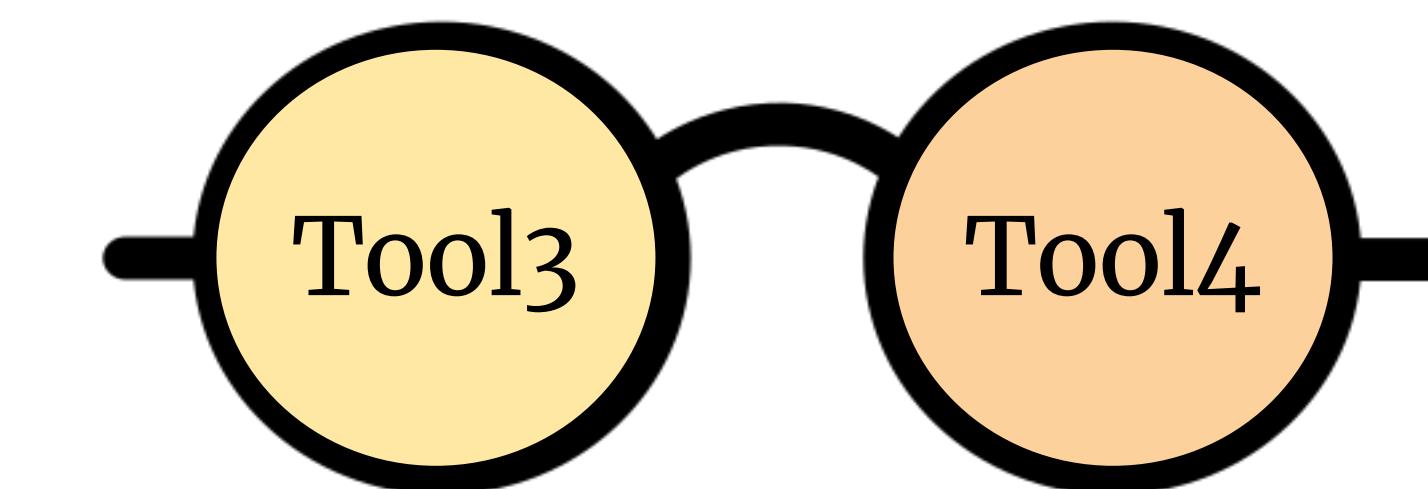
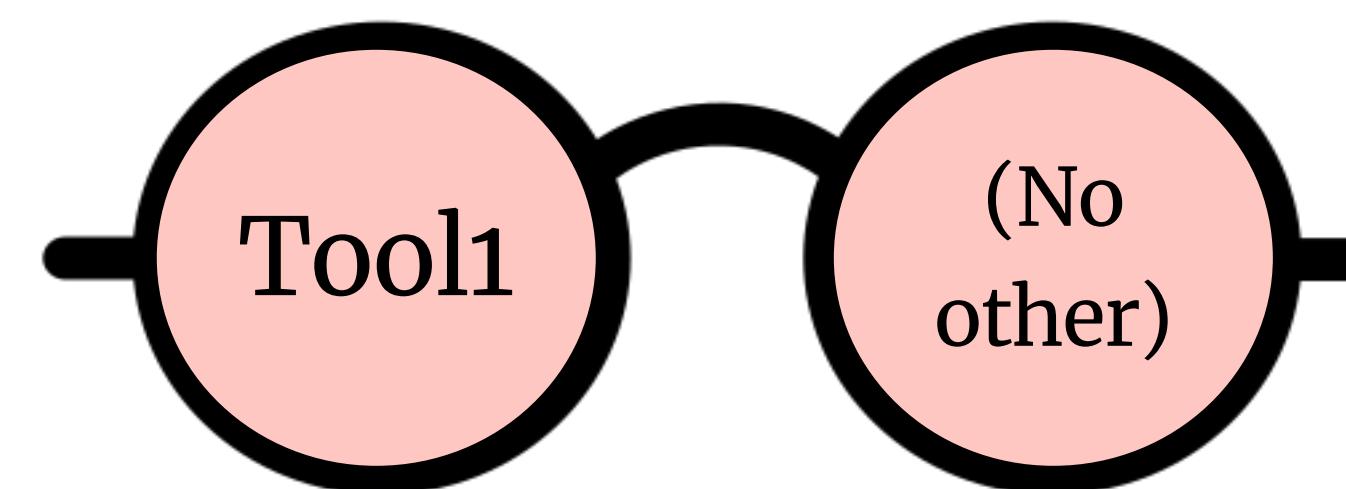
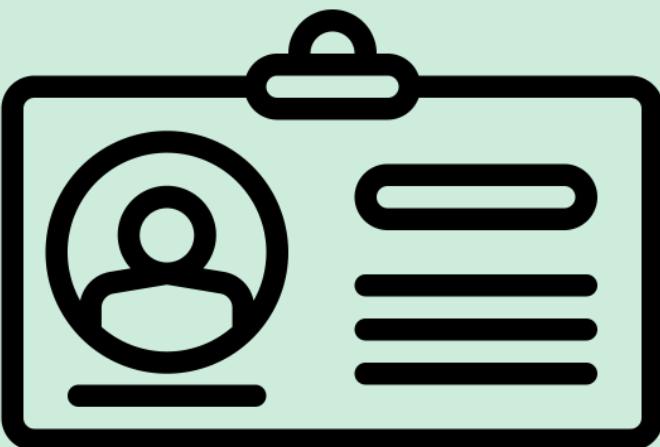
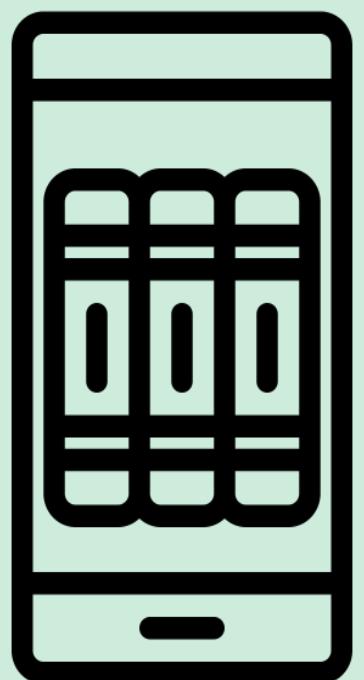
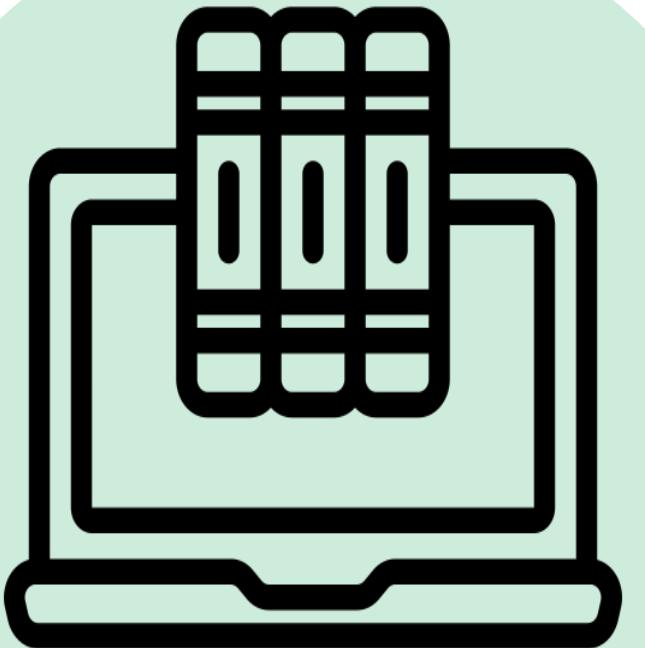
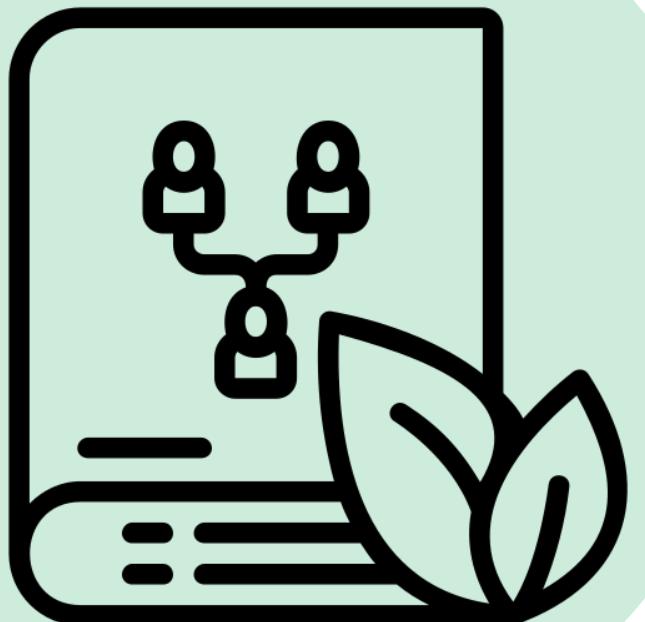


Each element corresponds to a persona and depicts the two resource(s)/tool(s) they use the most. Each tool is color-coded.



# Persona icons



# Persona Summaries

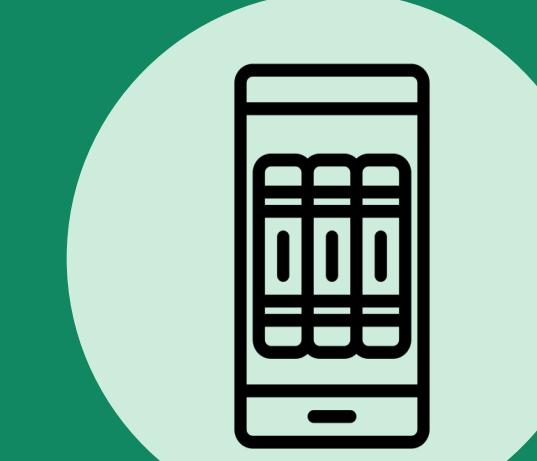
Persona Name

Persona Summary



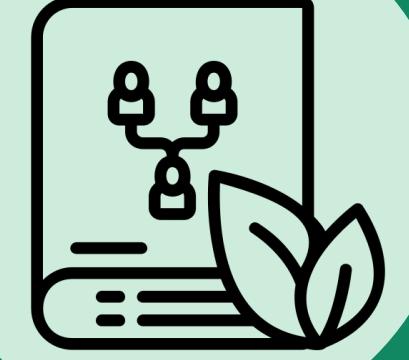
Persona Name

Persona Summary



Luis the Genealogist

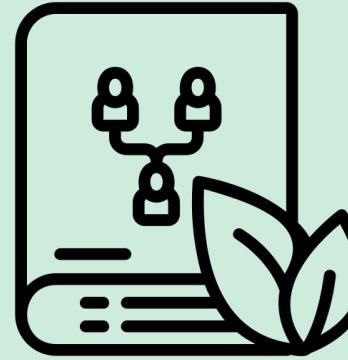
Speciality is in African-American genealogy. Strongly connected to regional and online genealogy communities through social media and in-person conferences. Teaches & attends a lot of webinars.



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

Most used tool

Next most used tool

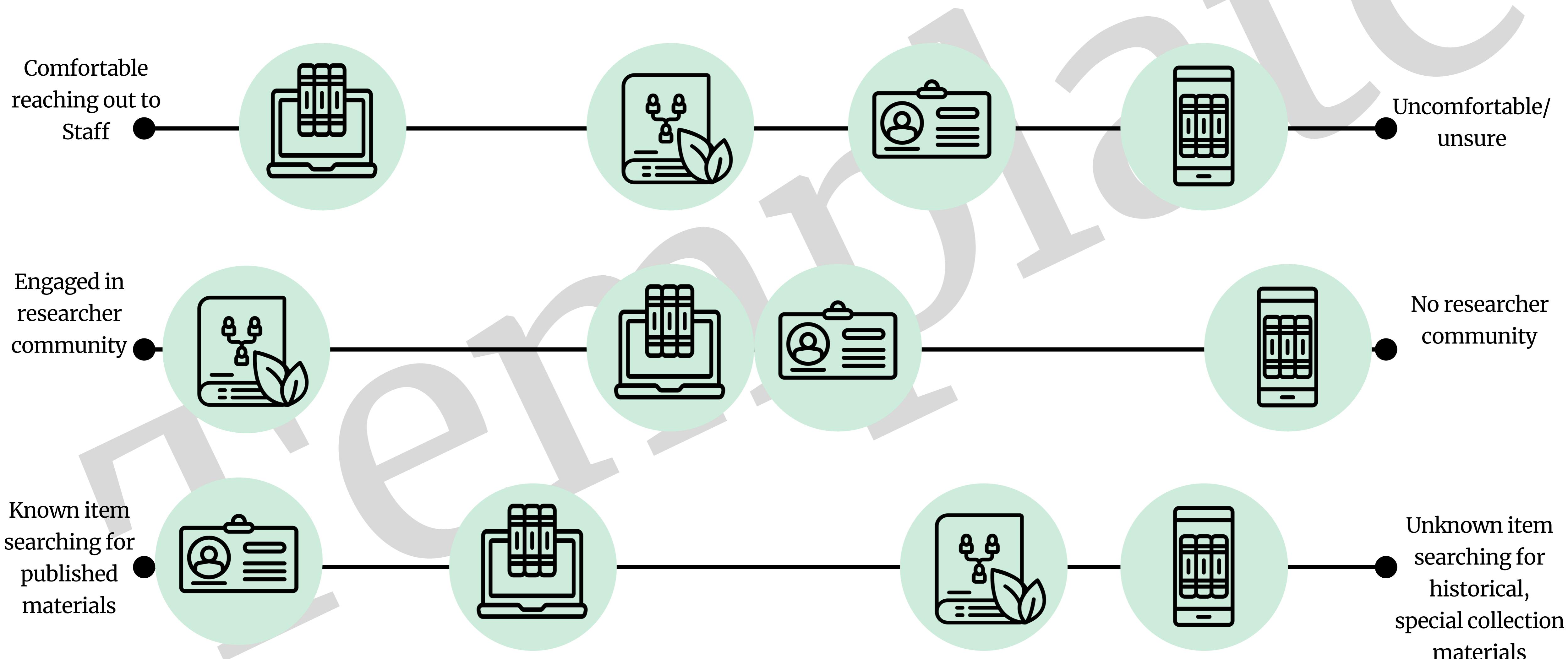
*“Quote from interview”*

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.

