

Craig Isenbart

Persona 1



Bio

Craig is a Operations Director and oversees production of a snack food line. He is an active leader in his company. He lives in Denver with his wife and two young children. He likes to play soccer and golf on the weekends. He plays video games online with friends at night to unwind.

Goals · Interest

- Create a safe and productive work environment for his team
- Meet standard safety recommendations so the team is complying with what the CDC is recommending.
- Keeping his business operational and the production line moving. When a team member gets sick the operations would have to shut down. He wants to prevent that from happening.

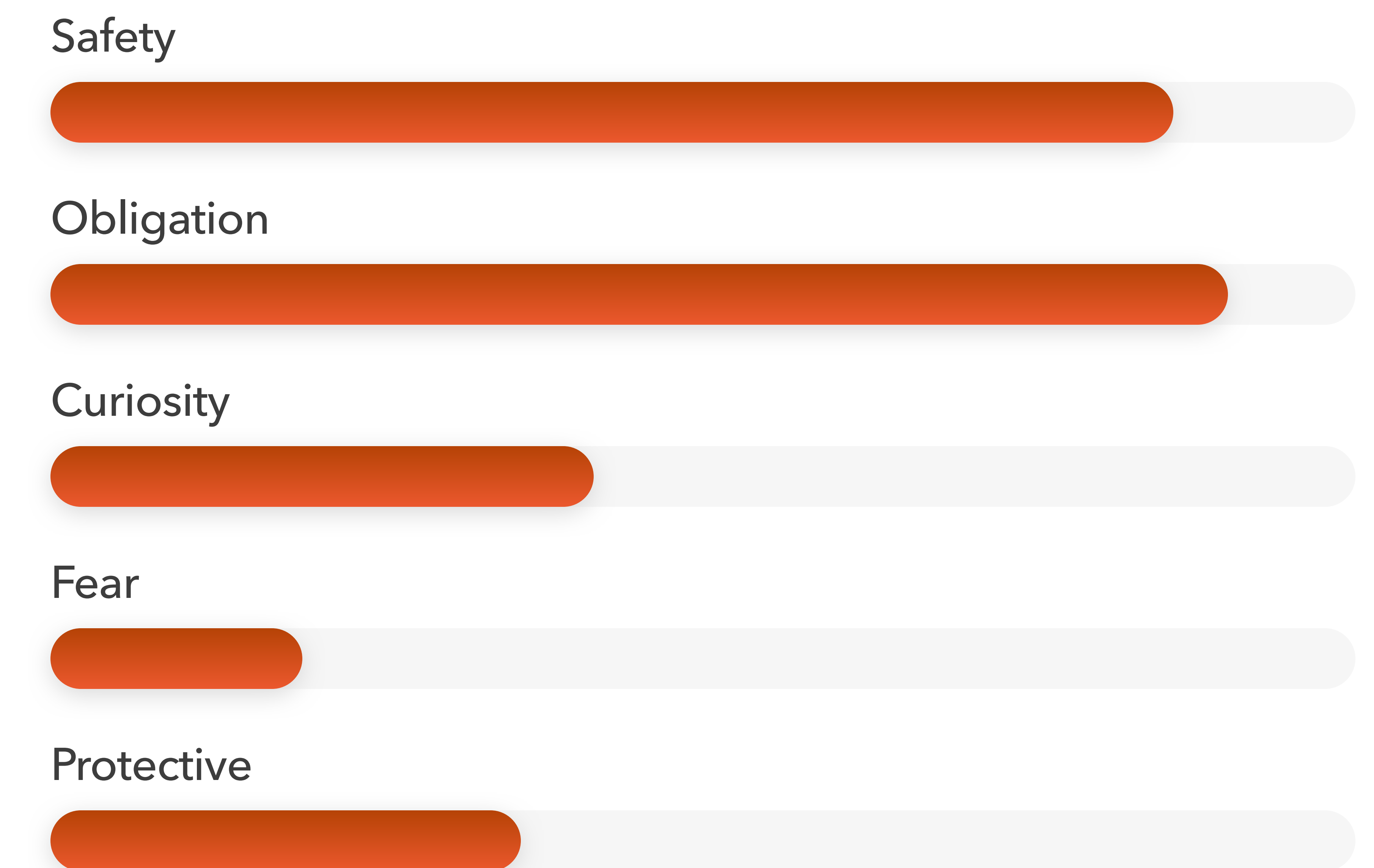
Pain Points · Concerns

- Wants to know up front cost and how additional PPE purchases will fit into the companies budget.
- Wants to make sure the PPE is quality and provides maximum protection.
- Wants a steady supplier that he can get reliable supplies from.

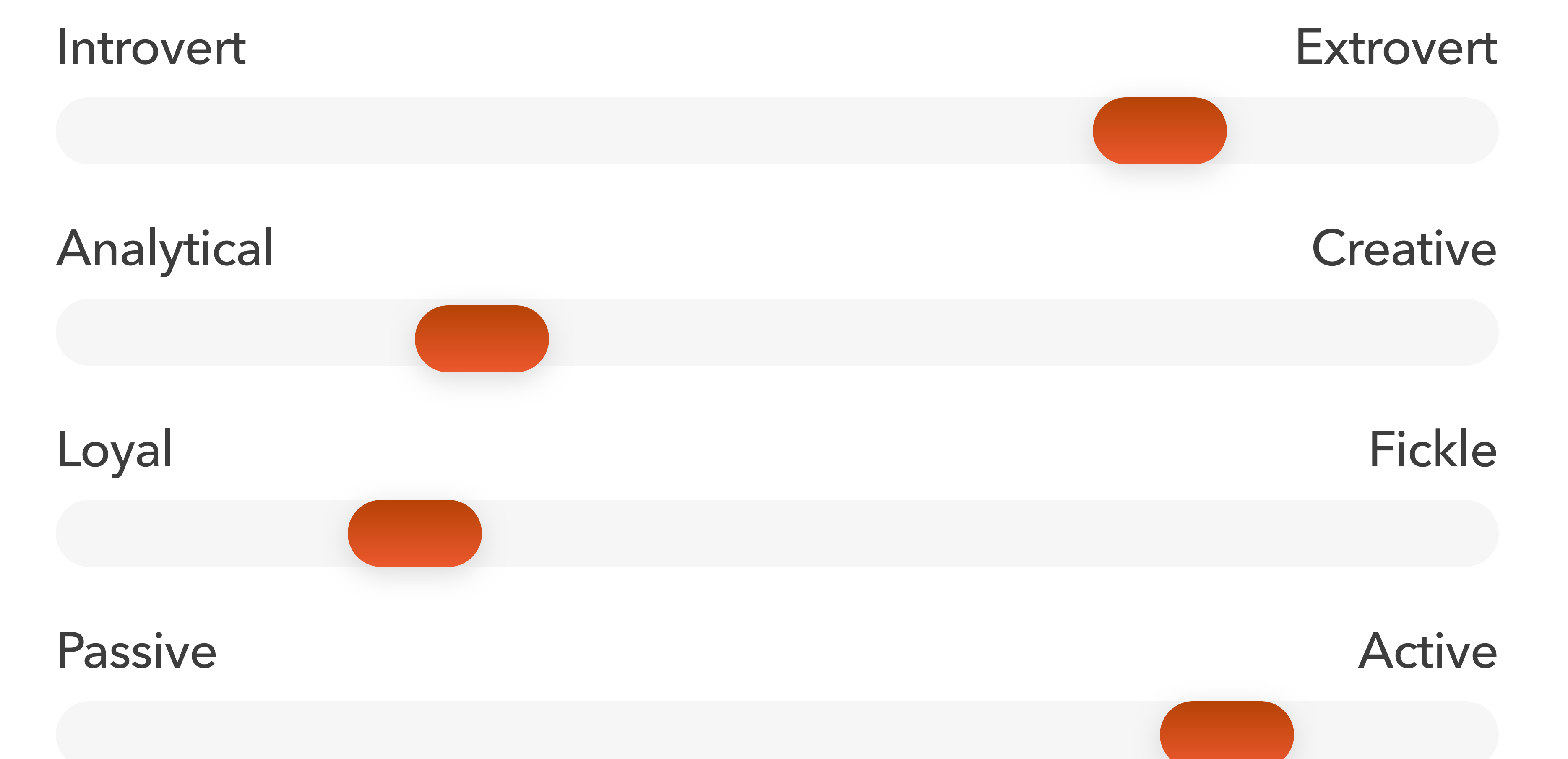
Scenario

When the pandemic began Craig's production line stayed open as his snack food business was considered essential. As recommendations for the CDC have changed he has to equip his team with the PPE that, to the best of the current recommendations, is keeping his team safe. He needs a reliable PPE supplier.

Motivations



Personality



Brands



"I'm passionate about creating the safest most efficient work environment for my team. I get excited when I get to send new products into production and see them go to market."

Motivated · Funny · Loyal

Age: 35

Occupation: Operations Director

Family: Married with two kids

Location: Denver, Colorado

Archetype: The Doer

Hannah Cardenas

Persona 2



Bio

Hannah is a middle school teacher in Florida. Florida has seen one of the largest spikes in COVID-19 cases in the country over the summer. She has spent the summer watching her child and having outdoor, socially-distanced adventures. But now it is time to prepare for the 2020 school year.

Goals · Interest

- Making sure she and her students were safe and while still being able to learn comfortably.
- Coming home every day to her husband and child she also wants to make sure she doesn't bring the virus home with her and infect her family.
- As a teacher she always likes to be prepared and have an abundance of supplies on hand for any learning situation
- She loves connecting with her students and wants to continue to teach in person

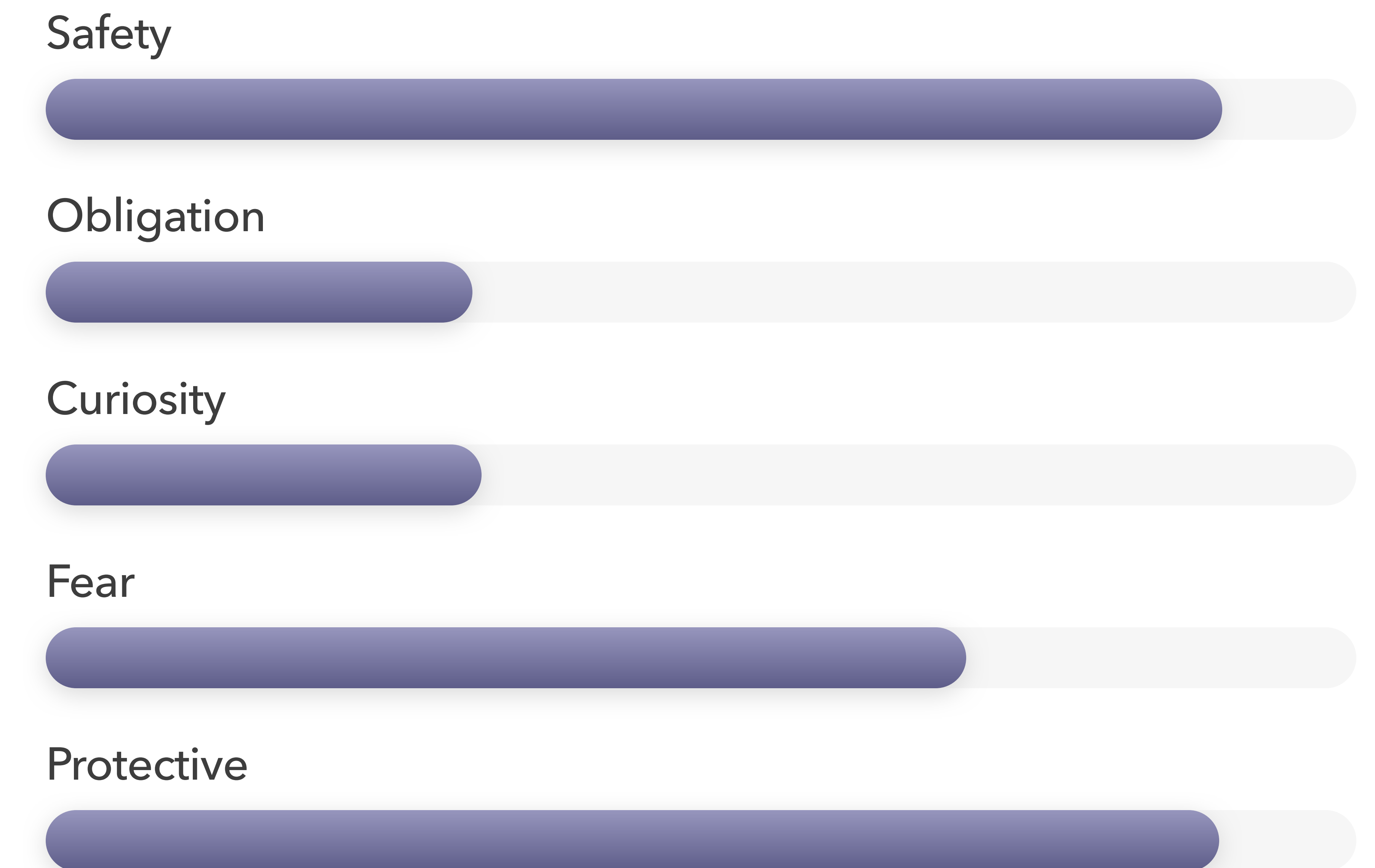
Pain Points · Concerns

- She is worried about her students never being able to see her face if she is wearing a mask all day. She is specifically interested in clear plastic face shields but doesn't know where to purchase those.
- She doesn't want her students to feel anxiety while in the classroom. She wants to make sure they are comfortable and feel safe.
- The school year is going to be different this year and she is unsure if her PPE needs will change as the school year continues she would need somewhere she can reliably buy supplies from, if the school can't supply everything she needs.

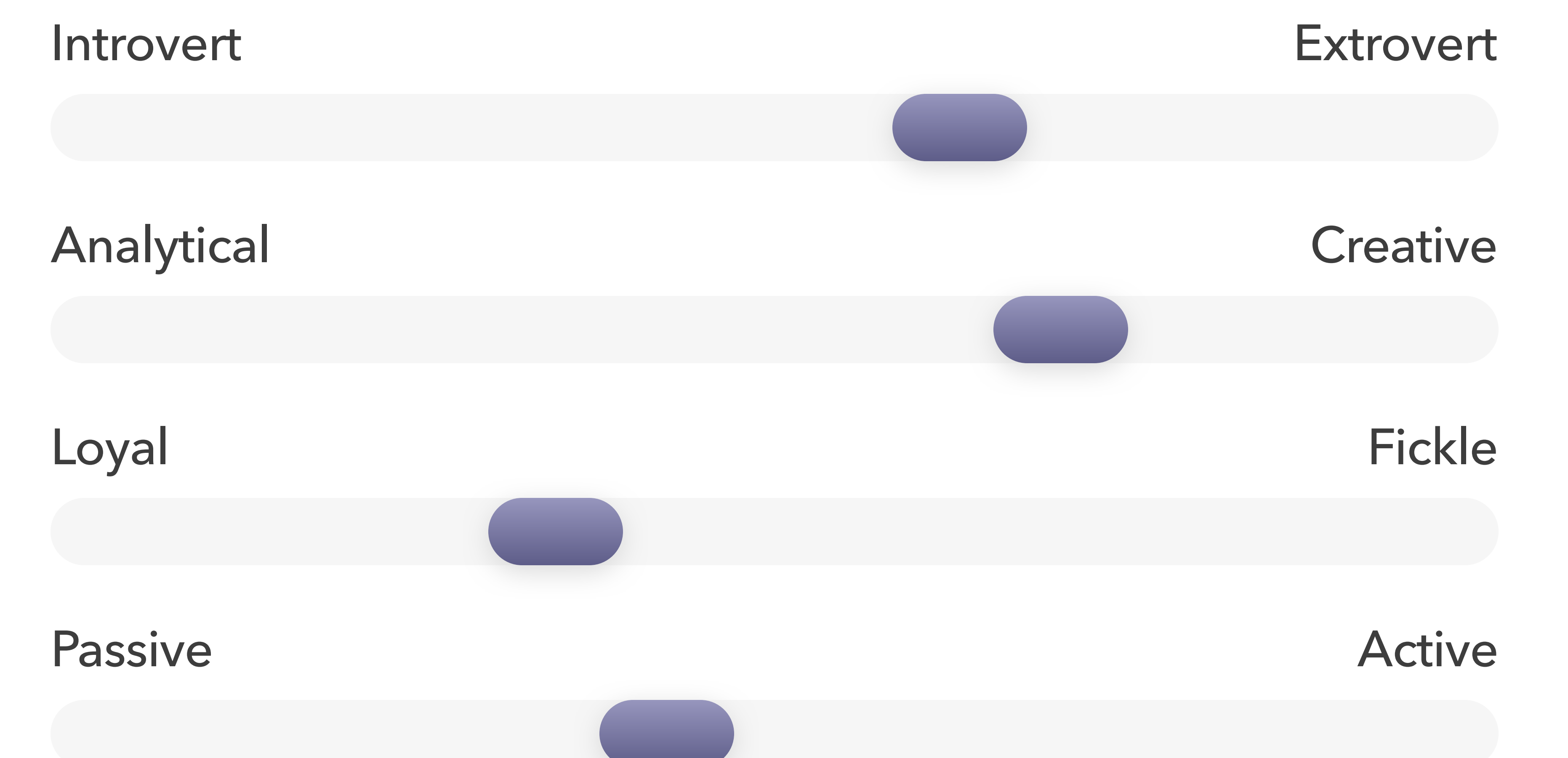
Scenario

Until the pandemic the only type of personal protective gear she had considered purchasing for her self in the classroom was a bulletproof vest. But the coronavirus threat was invisible and she wasn't sure what type of PPE supplies the school would provide for the fall semester. Hannah wanted to be sure she would have the PPE she needed for the coming school year and some back ups incase students came to school without their own masks. So she started shopping online to see what was available.

Motivations



Personality



Brands



"My students are my life. The best feeling in the world is when I see a topic really click with a student and watch the wheels start turning inside their head. I want to keep teaching in person, but I worry about the safety of that during a global health crisis."

Caring · Intelligent · Optimist

Age: 37

Occupation: Middle School Teacher

Family: Married with a 2 year old son

Location: Jacksonville, FL

Archetype: The Educator

Rachel Jarnagin

Persona 3



Bio

Rachel has worked in retail since she dropped out of college and rose quickly to management. She is really good at her job and getting her team to connect with customers and make sales. She is an introvert at heart, but knows how to "turn it on" for work. When she gets home after a long day she likes to relax alone with a book or a Netflix show.

Goals · Interest

- Reopen her store with confidence.
- Get her store back to making sales so she can bring back all of her team that was furloughed during lock down.
- Keeping her sales team safe and healthy.
- She wants to feel productive again. After being home for nearly 4 months getting back to work is exciting and a nice change in pace.

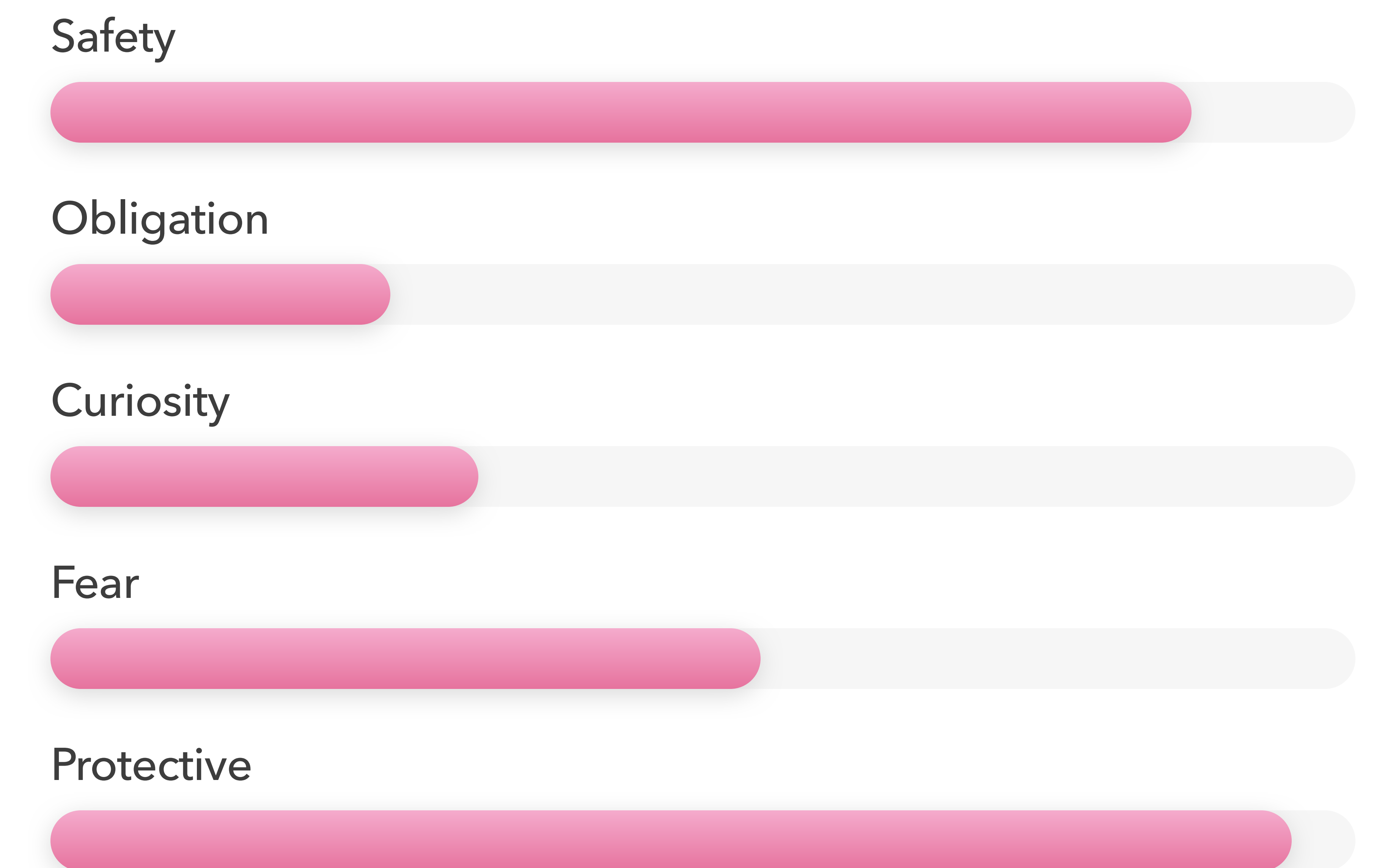
Pain Points · Concerns

- Rachel is concerned that customers will not wear masks in the store and doesn't want her sales team to have to deal with confronting customers about wearing their masks while shopping.
- Keeping her team healthy is hard enough in retail when they interact with so many different people a day. Holiday season is always hard to keep the sales team healthy and working. With the ongoing pandemic she is anxious about opening up the store.
- Rachel wants to make sure the face masks are comfortable for her and her team to wear all day long.

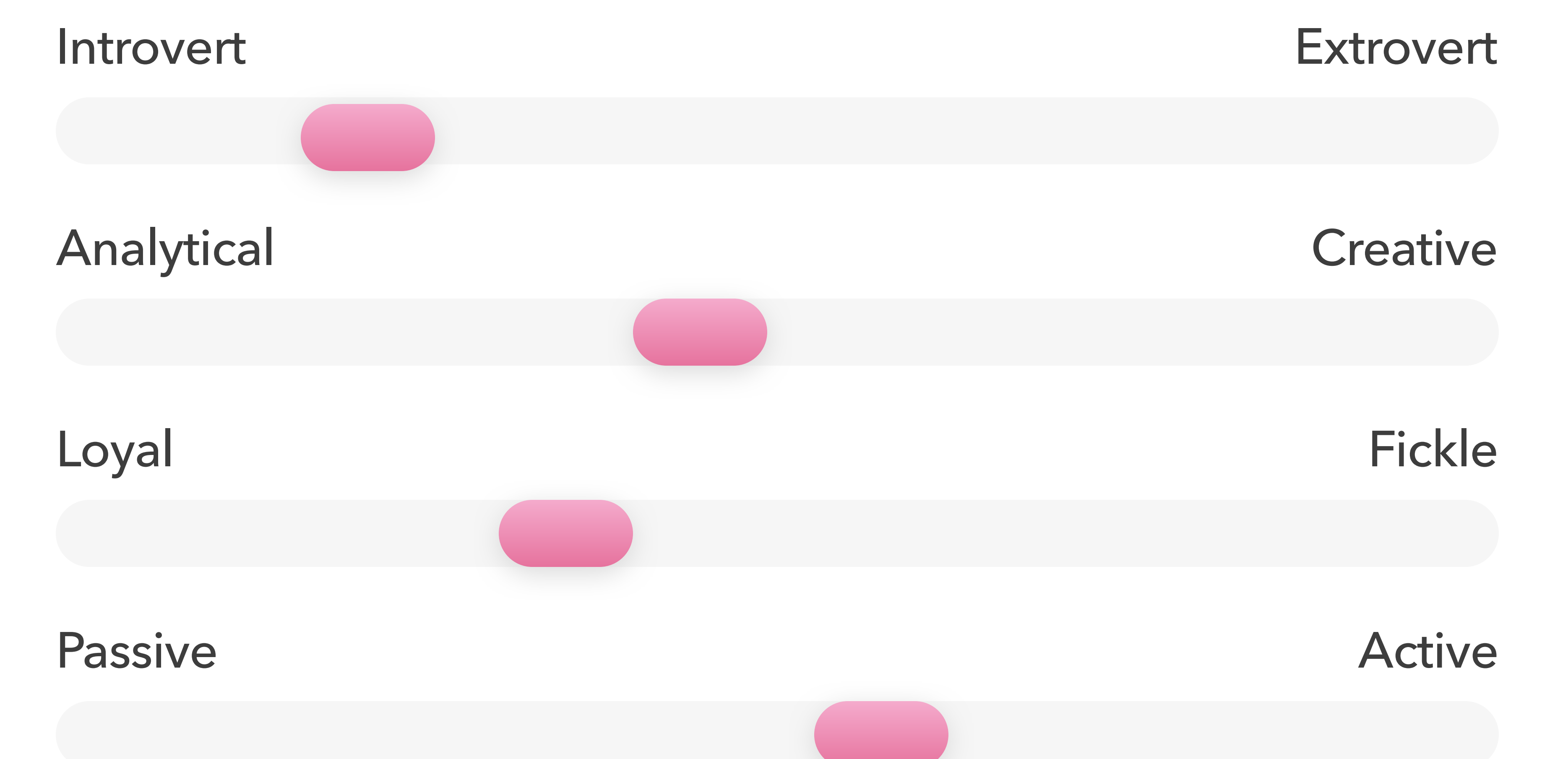
Scenario

Rachel's store is providing extra cleaning supplies and plastic barriers at cash registers. Mask are required but employees must bring and wear their own mask. Rachel wants to make sure that her team, who has been furloughed for months, has high quality, breathable, and comfortable face masks to wear. She is looking for a reliable supplier that she can outfit her 50 part-time sales associates with. Matching masks would be great for team unity!

Motivations



Personality



Brands



"My job is fast paced and I rarely sit down. Sometimes I forget to eat until the end of my shift! As a manager I keep my team on task, cleaning and most importantly helping customers. I want to make sure my team and customers are safe from germs in my store."

Empathetic · Anxious · Achiever

Age: 30

Occupation: Store Manager - Retail

Family: Single

Location: Minneapolis, MN

Archetype: The Manager