

claxon

EXAMPLE | TARGET PARTICIPANT PERSONA

NAME: KAREN

AGE: 46

Karen is a nurse in a busy hospital in Tacoma, Washington. She works in the NICU. She was drawn to public health after spending just over two years in Thailand with Peace Corps. Although that was now many moons ago, it shaped her career path and outlook on life.

Karen has been married for 18 years and has three kids: Claire (12), James (10) and Sophie (7). They have a dog named Mocha.

Karen is passionate about kids. She is active in her children's schools and volunteers at the local animal shelter once a month.

Here is a typical day: Karen gets up at 7am. She gets lunches packed and the kids fed. At 8, she gets in her car and drops Sophie off at school. (The older two take the bus.) She is at work by 8:30. She makes coffee in the break room. At noon, she takes a 30 minute break to eat lunch. She generally eats left-overs from last night's dinner while sitting in the break room. She chats with co-workers. She also checks email, Facebook and texts her kids to see how their days are going. At 5 o'clock sharp she puts on her coat and heads out the door. She swings by Safeway en route home to pick up some bread to go with dinner. She gets home and helps the kids with homework while getting dinner ready. After dinner, she heads to swim lessons with two of the kids. She chats with some of her friends while watching the kids swim. Karen and her husband watch a little TV together most nights. They are huge fans of Dancing with the Stars. At around midnight, she heads to bed, where she attempts to read at least 5 pages of her book club book before falling fast asleep.