

User Persona 1

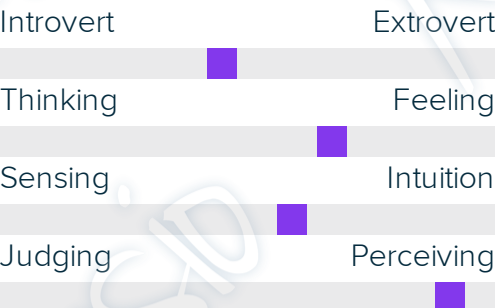


"I love to see kids engaging and connecting with each other through the program."

Demographics

Age: **50s**
Education: **College**
Ethnicity: **White**
Family: **Married**
Work: **Head Debate Coach & High School Educator**
Location: **Kansas City, KS**
Character Type: **The Sage**
Political: **Liberal**

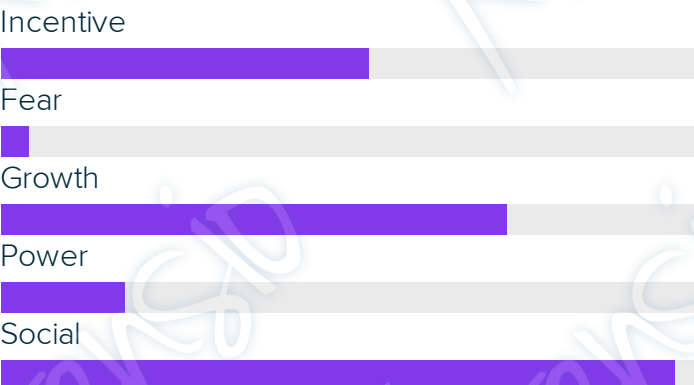
Personality



Traits

- Caring
- Humorous
- Attentive

Motivation



Goals

- Have debate be an accessible activity to everyone.
- Gain more funding and resources for the Urban Debate of KC (DKC)
- Bring awareness about DKC.

Frustrations

- Lack of resources which make it harder for underserved kids to participate.
- Defunding of debate programs by school districts in the area.

Passions & Interests

- Helping to provide resources to students.
- Coaching debate.
- Ensuring there is a strong program.

Preferred Channels



User Persona 2

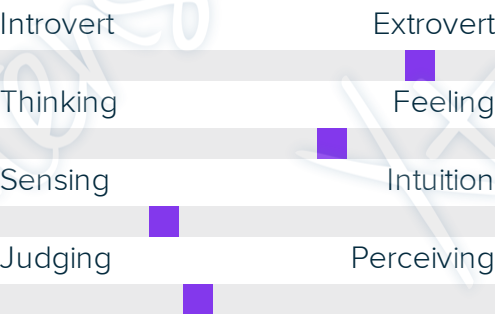


"My friends are involved in debate. I want to find out more about it."

Demographics

Age: **16**
Education: **KCMO student**
Ethnicity: **Black**
Family: **Parents & siblings**
Work: **NA**
Location: **Kansas City, MO**
Character Type: **The Creator**
Political: **Liberal**

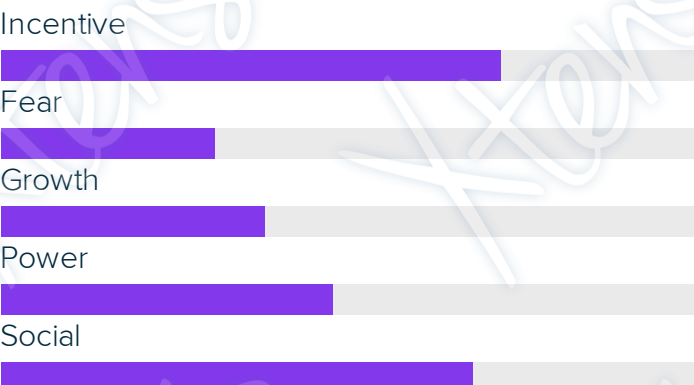
Personality



Traits

- Imaginative
- Humorous
- Inventive

Motivation



Goals

- Learn more about what debate is.
- Gain information about how it can be financially accessible.
- Look at joining the program.

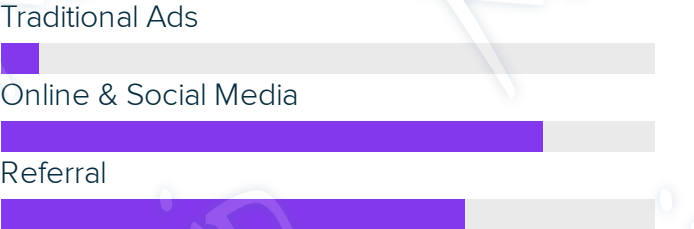
Frustrations

- Current website makes it difficult to find current information
- Defunding of debate programs by school districts in the area.

Passions & Interests

- Learning about current issues.
- Making friends.
- Loves reading books.

Preferred Channels



Mariana Nicolas

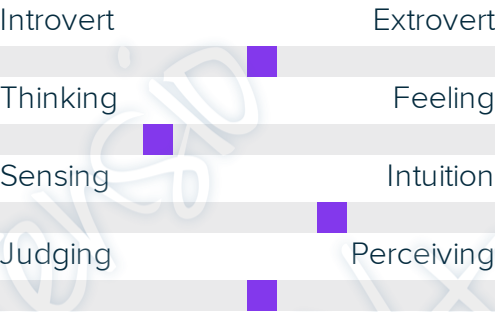


"My grandchild should be in an after school activity. We are needing something affordable."

Demographics

Age: **60s**
Education: **College**
Ethnicity: **Hispanic**
Family: **Husband, Children & grandchildren.**
Work: **Retired**
Location: **Kansas City, KS**
Character Type: **The Ruler**
Political: **Independent**

Personality



Traits

- Caring
- Organized
- Responsible

Motivation



Frustrations

- Current website makes it difficult to find current information
- Defunding of debate programs by school districts in the area.
- Spending time with her family.
- Loves cooking for others.
- Loves being involved in her community.

Passions & Interests

Goals

- Learn more about what debate is.
- Gain information about how it can be financially accessible.
- Look at joining the program.

Preferred Channels

