

Emma Nielson



- Age: 15
- Occupation: Student
- Status: Single
- Location: Lansing, MI
- Tech Level: 7

• Motivations

- Very social
- Struggles in school, but wants to learn more about things she enjoys
- Feels alone, anxious, unsure about her place in school or at home

• Frustrations

- Slow loading times
- Information not easily apparent
- Older, formal tone



• Goals

- Find queer people to connect with
- Find resources to help her learn more about her identity, queer history, queer politics
- Explore leadership opportunities

• Bio

- Emma recently came out to her friends at school, some of which were accepting, others of which were mean and condescending. She has been searching for local support groups to join and is frustrated to not find much. She found LAHR's website when she was researching groups to join.

Richard Mason



- Age: 48
- Occupation: Teacher
- Status: Single
- Location: Lansing, MI
- Tech Level: 3

- Motivations

- Wants to be part of a community
- Wants to feel like he's having an impact on the people around him
- Anxious about being someplace new without people he knows around him

- Frustrations

- Resources not easily apparent
- Information overload
- Illogical navigation system



- Goals

- Find places to meet older queer people
- Find organizations that cater to his needs (social, employment, advocacy)
- Explore leadership opportunities

- Bio

- Richard just moved to Lansing after living in eastern Massachusetts for 10 years. He pursued a job opening at a local school in the Lansing area. He doesn't know anybody in the area and wants to find ways to meet people in the community.

Greg Phillips



- Age: 50
- Occupation: Small Business Owner
- Status: Married (3 kids)
- Location: Lansing, MI
- Tech Level: 5

• Motivations

- Very social when it benefits his business
- Business growth
- Community involvement, loves to be connected to the local community

• Frustrations

- Not being able to find information about the organization (credibility)
- Informal tone
- Spending a lot of time on a website

• Goals

- Expand business connections, find networking opportunities
- Find advertising opportunities, expand advertising base

• Bio

- Greg has owned a local printing shop for the last 15 years and has been advertised in many local papers. He has sponsored many local events throughout his time in Lansing. He wants to reach out to the LGBTQ community and expand his customer base, but does not know much about the LGBTQ community.