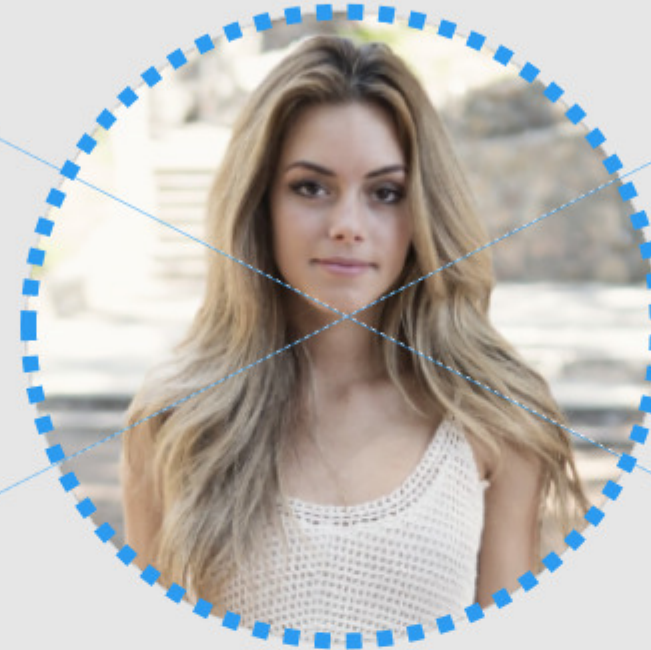


Who are we empathizing with?

- A caucasian, female
- Age late 20's
- F/T working post-college graduate



Hear?

See?

Say and do?

Masogony,
white
privilege, and
"boomers"

The
future is
lost

You're too
young to
understand
how we've
gotten here

Good luck with
national debt
and climate
change

College debt
will keep this
generation in
debt for years

Liberal
media

Fox news
= xenopho
bic

Millineals
don't get it
and are
selfish

Catches campaign
stops at the bars
she attends -
doesn't seek them
out

Follows
online info-
shares with
friends.

Her community
has civic
association
meetings - sees
ads for it

Canvassers
leave tags
on her
door

Social media and
instant messaging
is her daily life - all
are vying
for attention

Pop-up
ads. Junk
emails.

Doesn't have
cable TV and
doesn't watch
local news

I don't know
what site to
research on
candidates

Attends rallies
and local
movements that
are popular right
now (Woman's
March on DC)

Identifies
as an ally
and
advocate

I don't know
about electing
School Board
rep, sheriff, or
commissioners

Follows
popular
influencers

Doesn't
watch
debates

I only care
about
things that
affect me

I don't care
about social
security, it
won't be there
when I retire

Pain

Too busy to
learn about
candidates

Can't leave
work to go
vote

My vote
doesn't make
that much of
a difference

The
candidates
topics don't
affect me

I lost my voter
registration
card. Forgot
my ID.

Gain

Having
a candidate
I can identify
with

Representation
on the issues
I care about

Seeing how my
vote
impacts/makes
a difference

Online,
hassle-free
voting
options