

“My new town is like a fairytale, I just wish finding information wasn't such a mystery.”



Tina Dempsey

29, The Responsible Transplant

#homemaker #bargainshopper #outdoorlover

ABOUT

Tina is a happily married mother of 2, and a recent transplant to rural Phillipsburg, Kansas. Born and raised in Oregon, over 5 years she has fallen in love with her new town. With a population of 2,500, everybody knows everybody and they're all super friendly. As a full-time mom and part-time hairdresser, she practically knows everyone.

Although her town feels like a fairy tale, when looking for local government information it often turns into a mystery. She rarely understands issues discussed during town hall meetings, and has to glean information from her towns Facebook page regarding elections and candidates. She misses the voter pamphlet her home state sends out twice a year. She actually felt politically informed in Oregon. She loves her new town, she just wished there was a clear and reliable location for government election information.

FRUSTRATIONS

- Lack of local political information.
- Driving far or having to show up in-person to Town Hall just to handle local government issues.

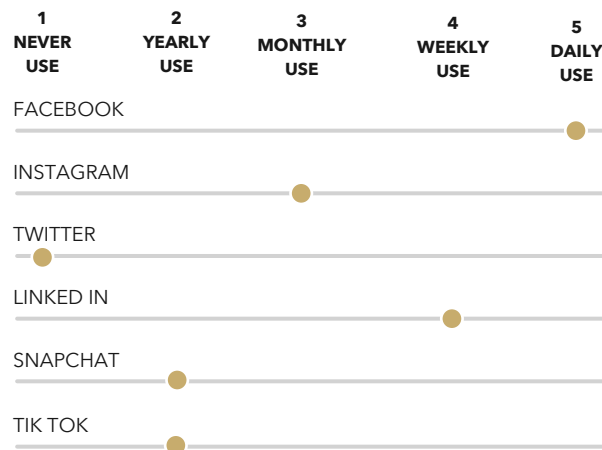
NEEDS

- A method to contact local government from her home.
- More online options for local government services such as paying a parking ticket.

DIGITAL PERSONALITY

- Prefers smartphone to home computer.
- Android
- Likes mobile apps more than websites
- Not very Tech Savvy

SOCIAL MEDIA ACTIVITY



GOALS

- A reliable platform for local services and events.
- Clear source for local and national ballot issues information so she can feel knowledgeable during elections.
- Ability to pay local taxes, utilities, and fines from the comfort of her home.

FAVORITE BRANDS

