

### **Scientist Persona**

Name: Erika

Age: 42

Gender: Female

Relationship: Married

Hometown: Hancock, Michigan

Job: Ecologist for the Great Lakes region

Erika has lived in Hancock, Michigan for the past 12 years working as an ecologist to better understand and preserve the ecosystems that make up the Great Lakes region. Due to her profession and love for the flora and fauna, Erika takes a particular interest in the fruit fly species harming the various types of berries in the area. Erika and her fellow colleagues are using this app to gather information about various berry picking locations, how the fruit flies are affecting those areas, and the different ways berry pickers are using the berries. Besides research purposes, Erika hopes to use the Backyard Berry app when she goes out to pick blueberries for her famous blueberry jam.

### **Tourist Persona**

Name: Emily

Age: 32

Gender: Female

Relationship: Married; 2 children

Hometown: Grand Rapids, Michigan

Job: Mother and fitness coach

Emily lives in Michigan with her family (husband, 2 young boys, and their dog). Emily and her family are an active bunch who enjoy baseball and living a healthy lifestyle. The family likes to travel and experience the outdoors of each place they visit. This summer Emily's family are coming up to the upper peninsula to explore the trails, waterfalls, and nature the UP offers. After talking to friends who frequent the UP, Emily has heard about the berry picking opportunities in the Great Lakes region and she hopes to take her family berry picking during their visit with the help of the Backyard Berry app.

### **Local Persona**

Name: Terri

Age: 43

Gender: Female

Relationship: Married, two dog children

Hometown: Houghton, MI

Job: Waitress

Terri has lived in the Keweenaw region her entire life. Growing up here with her brother and two sisters she got the chance to explore the vast forests that make the Keweenaw so desirable. Now married, she spends her summers foraging these woods with her dogs on fun hikes with her husband. Terri doesn't want to publish her small patches she has found over the years, but she is interested to see the other areas she can travel to for a specific kind of berry. She is excited to try the app mainly because of the fly test, since the last time she visited her favorite berry patch they had all gone bad.

### **Local Business Persona**

Name: Crane Berry Farm

Berry: Strawberry

Location: 44416 Paradise Rd

Chassell, Michigan

Number: (906) 523-6191

Price: Ranges by quantity picked

Hello, and welcome to the Crane Berry Farm, where you can enjoy the fun experience of picking your very own strawberries! Feel free to pick as many as you want, we charge only a small fee (?) depending on how much you decide to take home. During the harvest season we have more availability and a friendly staff to assist if needed. Get here before the deer do! We look forward to having you!

### **Forager Persona**

Name: Matt

Age: 45

Gender: Male

Relationship: Married; 2 teenage children

Hometown: Houghton, MI

Job: Professor, editor, poet

Matt lives in the Upper Peninsula with his wife and two children. A professor of literature, he's taken a lot of inspiration from nature and his local environment. During the summer months, his family doesn't buy berry-type produce--they forage what they can from the woods in the area. As a forager, he knows all of the local areas and how they've produced for the last ~10 years. A valuable resource, Matt knows areas that other tourists or casual pickers don't.