



Resource Ralphie

PROFILE:

Resource Ralphie is the go-to person for any and all information regarding sex and sexual health. He must have someone close to him that works in sexual education because he seems to have an encyclopedic knowledge of the subject. He is comfortable using the language and vocabulary of contraception, proving himself literate with definitions of sex, sexuality, gender, and more.

MOTIVATIONS

He's open to discussing sex at any time and with anyone, and doesn't get embarrassed by the topic, considering it both natural and intrinsic to the human experience. He believes in the power of knowledge, and feels educating people about their sexuality could be a professional calling of his.

BARRIERS

He is baffled as to why there aren't more male methods of contraception, and more people clamoring for them. He assumed everyone had access to the resources he has, and the interest in utilizing them.



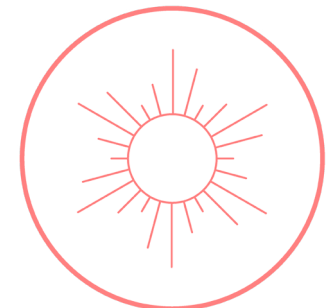
(persona by Yu luck from the Noun Project)

Stakeholder Group:



INTERMEDIARY

Life Stage:



LEARNING



Supportive Sibling Sarah

PROFILE:

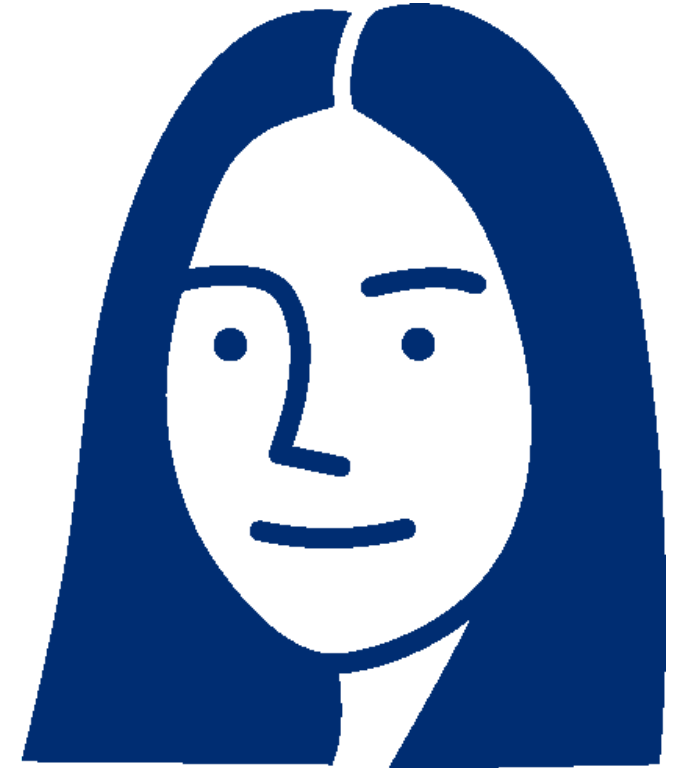
Supportive Sibling Sarah has basically raised her younger siblings, with her absentee parents far too busy with their personal and professional lives to prioritize their parental responsibilities. She relishes the role though, and is an empath through and through; she worries deeply for her siblings' well being and does whatever she can to help them, sometimes to her own detriment.

MOTIVATIONS

She's equally concerned about her brother and sister vis-a-vis contraception, but really finds the lack of options for men troubling. She wants her brother to achieve his goals in life, and is dead set on helping him do so.

BARRIERS

She's a "worker bee" who makes those around her wonder if she ever sleeps: juggling her studies, part-time jobs, relationship, and hobbies along with her role as de facto Mom to her younger siblings. She only has so much time to support others.



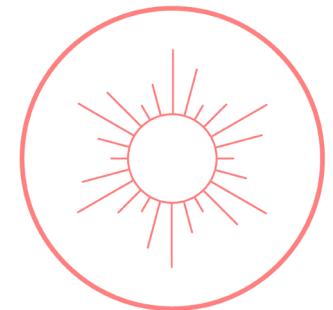
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Stakeholder Group:



INTERMEDIARY

Life Stage:



LEARNING



Teacher Tamara

PROFILE:

Teacher Tamara really cares about her students. She's that automatic go to whenever a student needs a friendly ear; she's likely the first adult that students have that 1) make them realize adults are "normal" people, and 2) adults can be trustworthy advocates and supporters. She is more apt to view her students like her own children than she is as simply a student in need of instruction. Her empathy extends well beyond the classroom as well: she knows what her lived experience was like and wants to help their students successfully navigate life's challenges, including dating, sex, and all that comes with it.

MOTIVATIONS

She pursued sexual education as a career in order to help lay a positive, healthy foundation for children to build off of as they grow and experience life.

BARRIERS

Her relationship with her students as an educator limits her influence to providing advice.



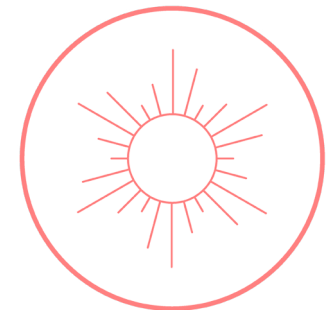
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Stakeholder Group:



INTERMEDIARY

Life Stage:



LEARNING



Name:

PROFILE:

Write a biography:

Draw the Persona

MOTIVATIONS

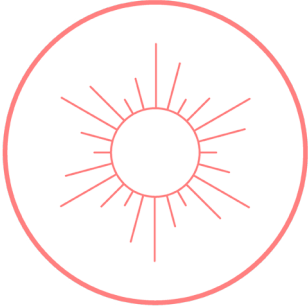
BARRIERS

Stakeholder Group:



INTERMEDIARY

Life Stage:



LEARNING



Auntie Aditi

PROFILE:

Auntie Aditi is the youngest sibling in her family, and she feels more like an older sibling to her nieces and nephews than an aunt. She's the fun-loving presence at every family reunion and holiday get together, the one who's apt to bring water balloons to a summer picnic and get drum kits for birthday presents: she wants the best for her nieces and nephews but is happily free from parental constraints.

MOTIVATIONS

Her nieces and nephews adore her and are wont to reach out to her with any pressing concerns or questions they feel they cannot bring to their parents. As they get older, these are more and more inclined towards dating and sex.

BARRIERS

She's thrilled her nieces and nephews are comfortable talking to her about such matters, but it fuels her concerns about their well-being when she considers the challenges of contraceptive access and the limited products out there for men.



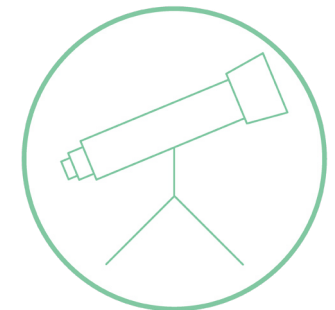
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Stakeholder Group:



INTERMEDIARY

Life Stage:



EXPLORING



Drug Developer Darryl

PROFILE:

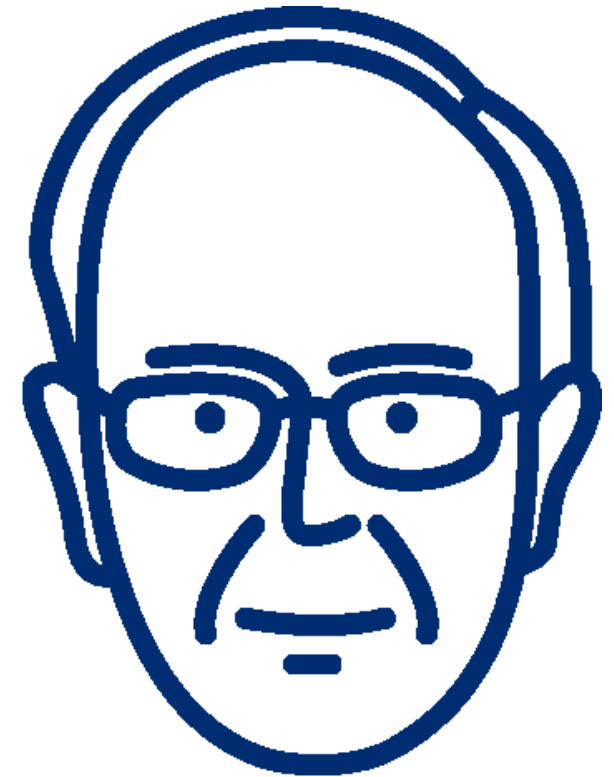
Drug Developer Darryl has always been interested in the inner workings of things. He was that kid who'd take apart his radio just to see how it functions. He feels that the lack of male contraceptive options relative to female contraception is a travesty, but more so through the lens of scientific discovery than one of relationship equity.

MOTIVATIONS

He seeks out challenges and puzzles to solve, so becoming a research scientist was a natural progression. He's keenly interested in male contraception due to the lack of progress that's been made in the field.

BARRIERS

The lack of progress is confounding to him, and he is determined to be the one to "crack the code". He doesn't think too deeply about the aspects beyond science that could impact male contraceptive methods becoming a reality.



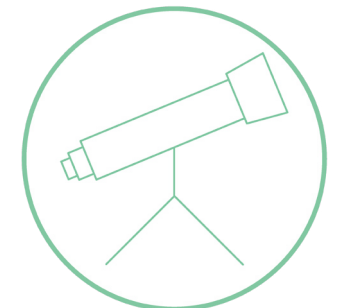
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Stakeholder Group:



INTERMEDIARY

Life Stage:



EXPLORING



Pharma Francie

PROFILE:

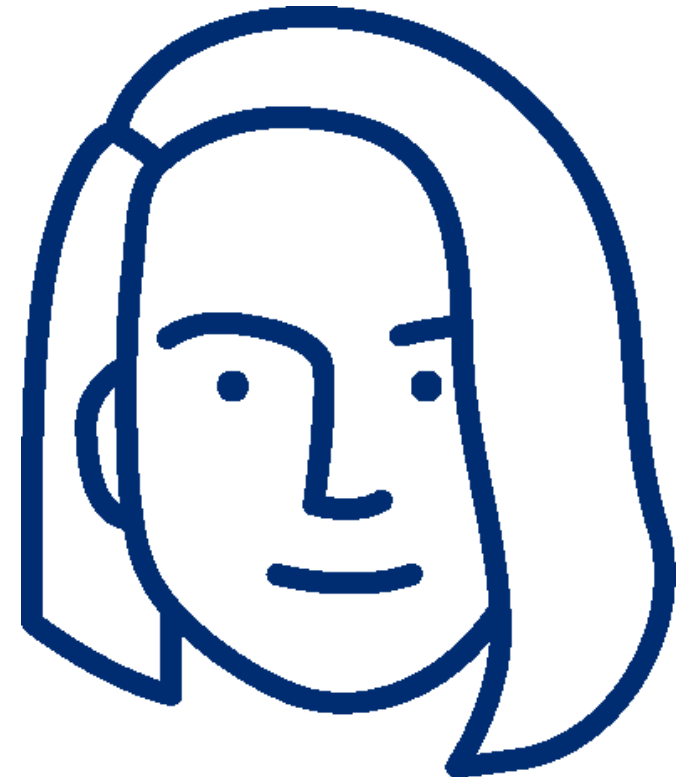
Pharma Francie has a very successful career working for a pharmaceutical company. She has a keen ability to identify opportunities with respect to new therapeutics, and sees male contraception as an untapped market with huge growth (and profit) potential. She is driven by that simple calculus: where there is a gap, there is an opportunity, and where there is opportunity, there is money. Plain and simple.

MOTIVATIONS

Identifying a new, lucrative drug or therapeutic will help her climb to the next rung of the corporate ladder, and provide both her and her company with a competitive advantage that is financially rewarding.

BARRIERS

There is an entrenched risk-aversion that permeates the pharmaceutical industry when it comes to investing in new innovations, despite how disruptive and lucrative they could be.



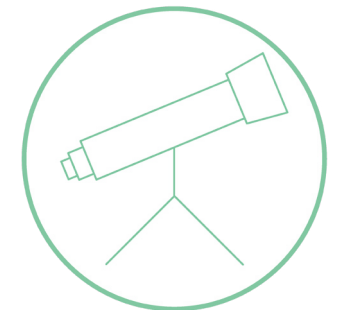
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Stakeholder Group:



INTERMEDIARY

Life Stage:



EXPLORING



Name:

PROFILE:

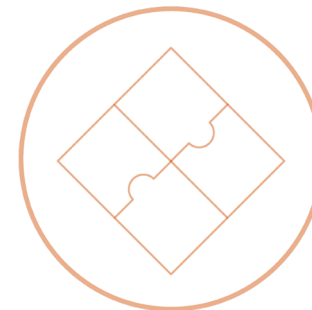
Write a biography:

MOTIVATIONS

BARRIERS

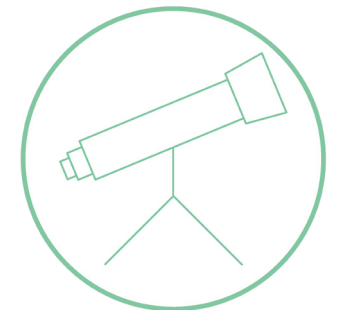
Draw the Persona

Stakeholder Group:



INTERMEDIARY

Life Stage:



EXPLORING



OMG OB/GYN

PROFILE:

OMG OB/GYN has had their fill with questions about male contraception. They understand to a certain extent why their female patients ask about it, but it blows their mind to see men scheduling appointments to see an Obstetrician/Gynecologist to find out information about contraceptives for sperm-producing reproductive biology. How should they know?!

MOTIVATIONS

OB/GYNs empathize to the greatest degree possible, but really wish Urologists or other specialists in the male reproductive field would take the lead in addressing these questions and concerns.

BARRIERS

They understand men's frustrations and wish that there were more contraception options, but they'd be lying if they said their primary motivation was anything other than being left alone about a topic they know little about.



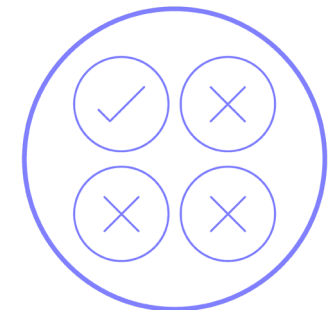
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Stakeholder Group:



INTERMEDIARY

Life Stage:



DECIDING



Regretful Reggie

PROFILE:

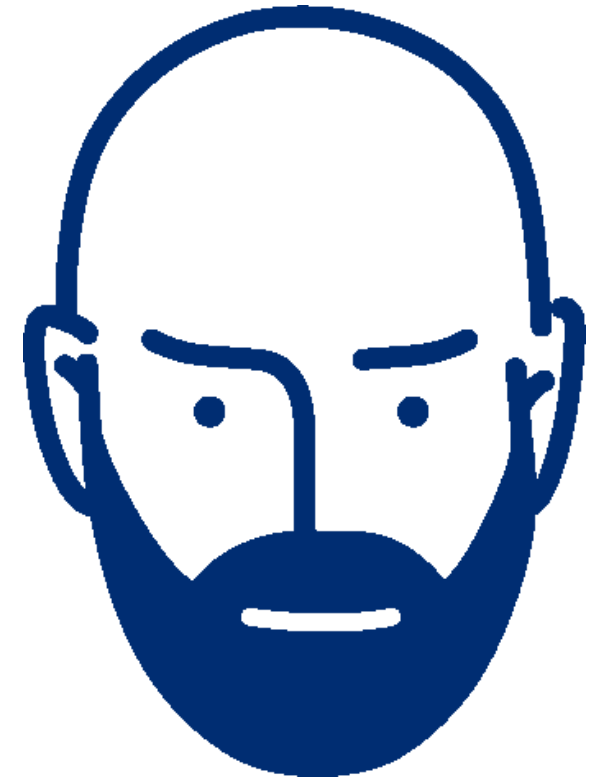
Regretful Reggie always thought that he was being supportive by not interfering with his partner's contraceptive choices. He thought that it was none of his business, so better to just go with whatever they decide, which included his wearing a condom when necessary. Only later in life did a partner help him to see the error of his ways; that he should've been a more supportive and empathetic partner by meaningfully engaging in family planning conversations.

MOTIVATIONS

He doesn't want another generation of young men to make the same mistakes he made, nor another generation of young women to feel like they're on their own when it comes to family planning considerations.

BARRIERS

Shifting the way people think about and behave with respect to family planning and contraception will take a huge, systemic shift. Where to even begin, and what can one person reasonably accomplish?



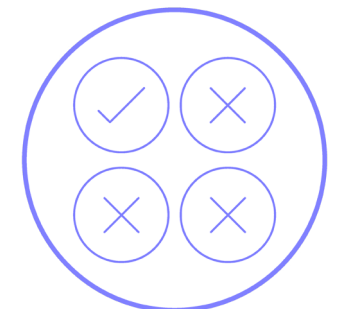
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Stakeholder Group:



INTERMEDIARY

Life Stage:



DECIDING



Unplanned Ursula

PROFILE:

Unplanned Ursula sees a direct correlation between the human population growth and all the troubles the world is facing: climate change, conflict, deforestation, species extinction, pollution, and on and on. It just makes such clear, obvious sense to her: there's too many unplanned pregnancies.

MOTIVATIONS

Empowering all people with the ability to manage their fertility and choose for themselves whether or when to have children is the objective, and the motivation in doing so is quite literally to save the world in her mind.

BARRIERS

It simply does not make sense to her that half of the human population lacks adequate resources to fully contribute to family planning objectives.



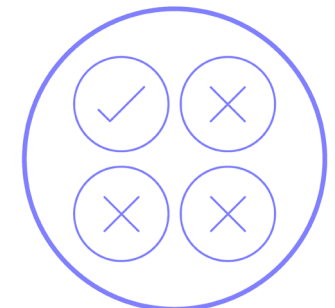
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Stakeholder Group:



INTERMEDIARY

Life Stage:



DECIDING



Name:

PROFILE:

Write a biography:

Draw the Persona

MOTIVATIONS

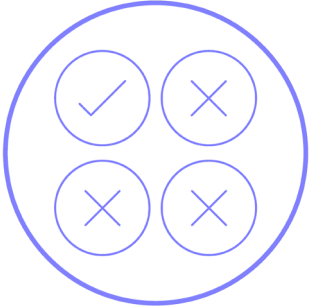
BARRIERS

Stakeholder Group:



INTERMEDIARY

Life Stage:



DECIDING



Advocate Annie

PROFILE:

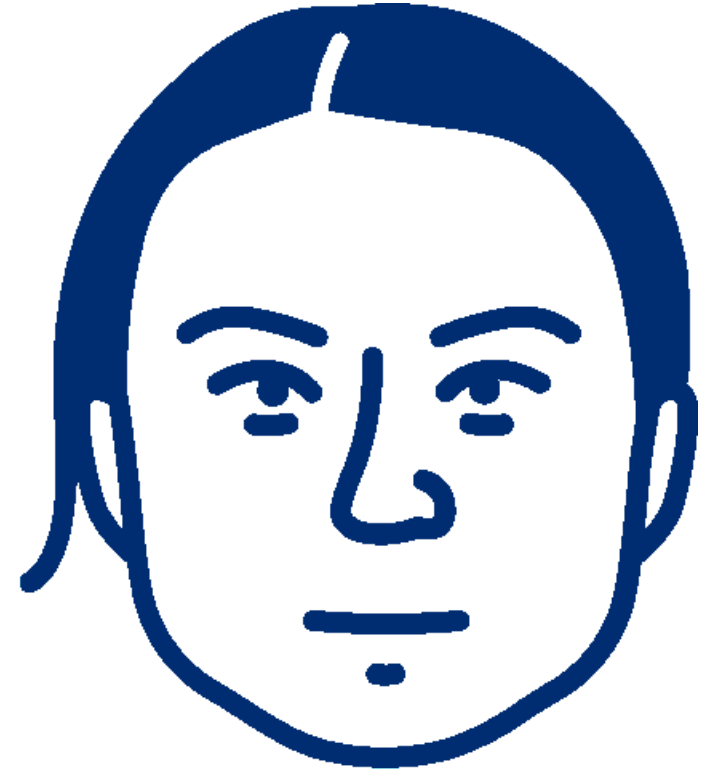
Advocate Annie is driven by a passion to right wrongs wherever they occur. She's active in many social causes, especially those around equity and equality. She's an eternal optimist that thinks any challenge can be overcome with a whole lot of effort and a modicum of honesty.

MOTIVATIONS

It enrages her that there are people being denied anything that could help improve their lives for any reason. To her, the fact of the matter is that there are people standing in the way of providing a resource that could benefit all people for no good reason.

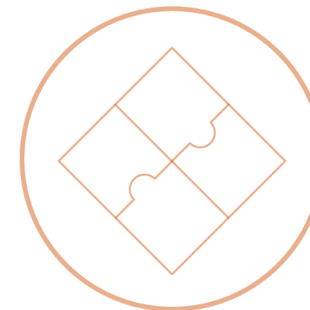
BARRIERS

She thinks it's superfluous to ask her if she would personally benefit from male contraception as that's besides the point. The lack of free will to choose is enough for her to champion this and any cause, though she's not entirely sure what the best course of action is.



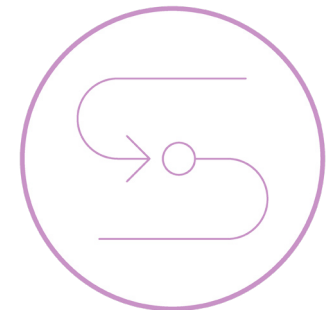
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Stakeholder Group:



INTERMEDIARY

Life Stage:



CONCLUDING



Space-em-out Silas

PROFILE:

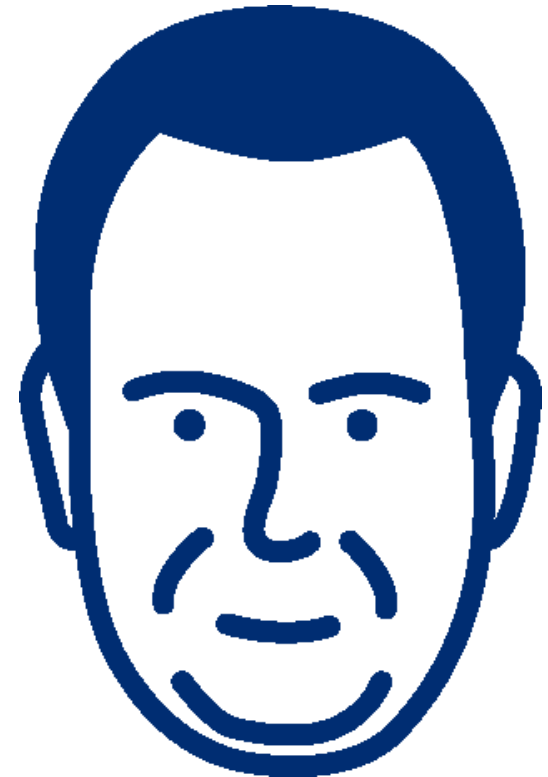
Space-em-out Silas has been blessed with a happy, healthy family. He and his partner had more children than they initially planned for (having 4 kids in just 5 years!), but they made do and did their best with raising their brood. Despite this, he wishes that they had spent more time with each individual child before having the next one.

MOTIVATIONS

He knows that he would have benefited from spacing out each child they had a bit more, and is committed to helping others have the resources they need to accomplish what they desire. To him, increasing the number of male contraceptives is the “low-hanging fruit” in this equation.

BARRIERS

He appreciates that not everyone may share his opinion on spacing out children, and there’s only so much he can do as a very busy husband and father of 4.



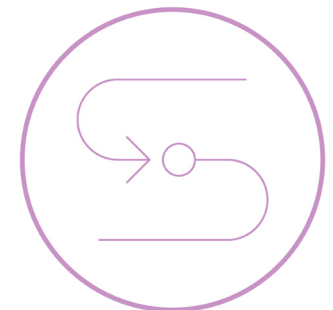
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Stakeholder Group:



INTERMEDIARY

Life Stage:



CONCLUDING



Space-em-out Silas

PROFILE:

Stop-the-cycle Cyrus considered himself to be a very lucky person. After all, he had a long, successful career and raised a wonderful family with his loving partner. He did not experience any setbacks or hurdles that could have potentially derailed his dreams and aspirations, though he did have a pregnancy scare with a partner in college.

MOTIVATIONS

He knows that much, if not all, of the luck he had in avoiding a disruption to his life via an unintended pregnancy is owed to the diligence of past partners in taking contraception. This was the case for his own father, and he is committed to making sure this is not the reality for his sons.

BARRIERS

He's unsure of the best way forward to get people thinking about contraception not as an "either, or" situation, but rather an "and" one. How can he convince his family and friends to champion the cause of male contraception?



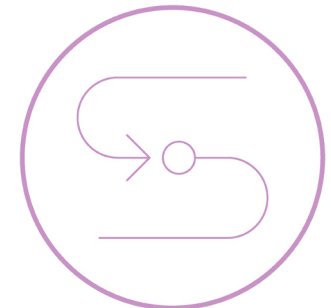
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Stakeholder Group:



INTERMEDIARY

Life Stage:



CONCLUDING



Name:

PROFILE:

Write a biography:

Draw the Persona

MOTIVATIONS

BARRIERS

Stakeholder Group:



INTERMEDIARY

Life Stage:



CONCLUDING