

PERSONA CARDS

age

PERSONA CARDS

age

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age

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age

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age

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age

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age

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age

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age

PERSONA CARDS

age

22 year old
student

67 year old
pensioner

63 year old
married

73 year old
widow/er

17 year old
teen

54 year old
parent

19 year old
teen

54 year old
divorcee

13 year old
child

31 year old
single

10 year old
child

42 year old
single

45 year old
married

38 year old
divorcee

28 year old
adult

34 year old
parent

PERSONA CARDS

cultural background

PERSONA CARDS

Cultural background

PERSONA CARDS

cultural background

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cultural background

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cultural background

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cultural background

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cultural background

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cultural background

PERSONA CARDS

cultural background

PERSONA CARDS

cultural background

PERSONA CARDS

cultural background

PERSONA CARDS

cultural background

European

North American

South American

Irish

British

African

European

British

Asian

Oceanian

British

European

Russian

Middle Eastern

British

British

PERSONA CARDS

gender

PERSONA CARDS

gender

PERSONA CARDS

gender

PERSONA CARDS

gender

PERSONA CARDS

gender

PERSONA CARDS

gender

PERSONA CARDS

gender

PERSONA CARDS

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gender

PERSONA CARDS

gender

PERSONA CARDS

gender

PERSONA CARDS

gender

PERSONA CARDS

gender

PERSONA CARDS

gender

PERSONA CARDS

gender

female

male

female

male

female

male

female

male

female

male

female

male

female

male

non-binary

non-binary

PERSONA CARDS

work situation

PERSONA CARDS

work situation

PERSONA CARDS

work situation

PERSONA CARDS

work situation

PERSONA CARDS

work situation

PERSONA CARDS

work situation

PERSONA CARDS

work situation

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work situation

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work situation

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work situation

PERSONA CARDS

work situation

full-time
employed

unemployed

full-time
employed

unemployed

self-employed

zero hour contract
or occasional work

self-employed

zero hour contract
or occasional work

jobless

home/carer

jobless

home/carer

part-time
employed

student

part-time
employed

student

PERSONA CARDS

technology literacy

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technology literacy

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technology literacy

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technology literacy

PERSONA CARDS

technology literacy

uses computer
for work

owns a smart
phone but not a
computer

uses computer
for work

uses technology
for work and at
home

does not have an
email address

uses technology
for entertainment

owns a smart
phone but not a
computer

uses technology
for entertainment

does not own a
digital device

tech-savvy
programmer

does not own a
digital device

tech-savvy
programmer

Never used
technology

technology liter-
ate and personal
interest

Never used
technology

technology liter-
ate and personal
interest

PERSONA CARDS

life challenges

PERSONA CARDS

life challenges

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life challenges

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life challenges

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life challenges

physical
disability

refugee

physical
disability

dyslexic

visual
impairment

immigrant

visual
impairment

transgender

mental
health issue

ex-offender

mental
health issue

minority

chronic illness
or in care

transgender

chronic illness
or in care

non-literate