María Elena Garramón: Social Innovator

Personal Background
An educator by training, María Elena helped found a project that helps communities in Bolivia document and use their agricultural heritage, growing traditional plants in environmentally sustainable ways that provide for local consumption and also produce income through sales in nearby cities.

"Our project is really good and we've got some support from the government and a Dutch aid group. Now we want to share what we know and raise more support."

Technology Comfort
Medium. But as English is not her first language she finds interaction with English-language websites occasionally challenging.

Motivations	Scenarios	Features	Behaviors
Showcase project/ idea.	Complete online idea/ project profile (including entry in Challenge) . Update profile or add news.	Project overview and details. Project/idea photo/video gallery. List of project supporters and partners. List of project/organizational needs.	María Elena logs-in, enters project information. María Elena, or a staffperson in her organization, logs in and edits project information, or updates it. Upload photos or video, add caption.
Associate with BFI.	Put BFI logo or other information on her organization's website or printed material.	Downloadable BFI Idea Index logo in several formats. Stock tagline and one-paragraph text in several languages.	Saves/downloads main site logo; copy/pastes.
Identify potential supporters.	Browse profiles of other innovators' ideas/projects to see who supports them. Browse profiles of potential donors/investors (if available on the site).	Profiles of other organizations. Profiles of donors/investors.	María Elena, or a staffperson in her organization, searches or browses other idea/project profiles and of potential donors/investors.
Connect to other innovators and potential supports for ideas, seek resources.	Participate in online discussion about topic of her project, design science, or seeking funding/support.	Online discussion area. Private messaging.	Browses discussion, find similar ideas/ project/organizations and contacts them about their work. Browses discussion, sees potential donor talking about interest and posts link to her project's profile and says she is looking to expand it.

PeacePlusOne/Philip photo

Eddie Greenwald: Social Investor

Personal Background
Eddie is a successful businessperson. He had some creative/political/environmental impulses in his youth before his career and other obligations took over. Now he's looking for challenges that return to those interests. Admires Bill Gates.

"I like to feel I'm helping advance something new - an idea that's starting to be proven on a small scale - and that I help move it to the mainstream. I get in on the get in on the ground floor and help them make a difference.

Technology Comfort
Medium-High. Eddie spends a lot of time online for business, professional interest, research and networking. His smart phone is a permanent appendage.

Motivations	Scenarios	Features	Behaviors
Wants to feel invited to collaborate in finding innovative solutions that have an impact.	Completes and periodically updates profile expressing interests. Want updates news and features.	Broadcast Archive of success stories. Inspiration feature will visualize formal and informal data – showing ROI in accessible way. BFI feedback and alerts give updates on projects/ideas he's involved with. Private Messaging.	Creates personal profile with interests. Browses success stories on computer and phone.
Wants to associate/affiliate with the successful project, BFI brand and other prominent investors associated with Idea Index for prestige//social recognition.	Checks growing number of links to innovators and status updates on projects he supports. His employees are encouraged to vote for project he supports (and even consider donating nominal amounts as well).	Listing of ideas/projects he supports in central location on site, on project's pages and on his profile. Mapping software that will symbolize worldwide connections between projects, innovators, investors, and Bucky's influence. Trends feature highlights projects and innovators building momentum in terms of financing or impact. "Investor of the moment" feature highlights recent involvement. Schwag. Community voting tool- small and large groups can support and follow success of Investor's	BFI schwag is purchased from BFI site to give out to work personnel. Acts as Ambassador for BFI or the project he supports – such as mentioning his role to work colleagues, friends, showing examples on phone. Shows BFI logo on his own company's site with description of Idea Index and innovative collaboration as example of their "social responsibility." Checks listings of his support to see who else is giving like he does.

		project/s. Momentum garnered will be proportional to the amount Investor ultimately donates.	
Wants to identify potential human capital and discover new competitive advantages-	Regularly browses newly added entries to Idea Index. Saves/stores projects/innovator profiles of interest to account. Watches innovators describe themselves and their ideas in the video gallery.	"Random synergy generator" space will allow for perceived randomness and showcase new projects. "Save For Later" storage feature. Alerts that can be set up based on criteria/interests.	Browse alerts on computer and phone. Asks assistant to pull together saved Ideas and print it out to show some colleagues.
Wants to be a "bridge-builder" connecting interesting projects to other people/ organizations he knows that might help.	Add new Collaborators/Friends. Use private messaging to contact collaborators directly. Create a Video Testimonial to promote projects which will be featured on both innovator and investor profiles.	Profile feature will periodically suggest new potential projects and collaborators that match the investor's interests. Private messaging. Video Feature allows investors to promote innovators and support for projects more strongly than through just textual feedback.	Eddie browses profiles and sends private messages to potential collaborators. Eddie creates a video testimonial through site link for the projects he is passionate for promotion.

Adam Harrison: Freelance Journalist

Personal Background
Adam works as a freelance journalist for a wide variety of media outlets, including both print and online sources with a wide range of circulation figures. Adam has a background in environmental science and his writing focuses on environmental issues.

"I just want to be able to jump into a site and quickly and easily get all the information I need to put together an article or blog post that will get people's attention."

Technology Comfort
High. Adam spends a large majority of his time on the web browsing for potential stories, performing research, making contacts, etc. and is very comfortable in an online environment.

Motivations	Scenarios	Features	Behaviors
Gather information about the history of BFI and the Idea Index.	Has just stumbled onto the Idea Index and the first thing he wants to know before he browses the site is what this site is all about.	Descriptions of the Index, the Challenge, BFI, including media that will help to provide insight. Links to the Challenge website and to the main BFI website. Some features placed on home page, others placed in a separate "About" section.	From the homepage, Adam is able to get a bit of a sense about what the Index is all about. But he wants to know more, and so he clicks a prominent link that leads him to all of the background information he needs to understand the context of the Index.
Locate and learn about a specific Idea.	Browse/search Idea profiles.	Idea profiles, including motivation, details, progress, investors, media, stories, etc. Browsing and searching options. Option to save Ideas of interest into a personal folder.	Adam runs a few searches, browses through the results, locates an Idea of interest, and saves that Idea into his folder. He returns to the search results and repeats the process.
Find media (photographs, videos, visualizations) that would increase blog traffic.	Needs a good video to post on a blog that primarily deals with access to clean water.	Search results that include whether an Idea has certain types of media. A separate area of the site that contains all of the media currently located on the site in one place.	Adam runs a search for all of the projects that relate to clean water access. He scans the search results to locate which ones have videos and takes a look at those particular project's profiles and videos.
Connect to BFI staff and/or Social Innovators.	Adam has located an Idea of interest and wants to interview the Innovators.	Private messaging. Comments from Innovators about how they would prefer to be contacted, and an option for including email address/phone numbers.	Through the profile, Adam reads that the Innovators prefer to be emailed. He sends the Innovators an email about himself and his work and requests a phone interview.

Kevin Tostado photo

Idea Index - BDMTW Group

Lucille Hord: Informal Learner, Browser

Personal Background
Lucille is a retired kindergarten teacher. Her son recently told her he has entered the challenge and she is curious to learn more about it and support him. She's interested in learning about "green ideas" such as her son's and similar efforts in other places.

"I'm curious what Jeremy is doing. And we hear so much about the environment these days – I'm curious about what other people are doing about it and want to know how to talk about it."

Technology Comfort
Low. Lucille does have a computer but still uses dial up. She has her email at AOL and mostly uses the web to look up recipes and pictures of dogs wearing costumes.

Motivations	Scenarios	Features	Behaviors
Understand what the BFI is about and what the idea index is.	Wants to be able to keep up with her son and other friends and family as he discusses what he is working on.	Descriptions of the Index, the Challenge and BFI including media.	Without knowing a lot of insider lingo, Lucille will be able to find her way to descriptive content easily.
Keep track of a specific project (progress & support).	Search for her son's project and follow it.	Store specific profiles. Receive updates via email of changes.	The search options on the page should be easy to find and use. Setting up a profile takes few steps so Lucille can store her son's project.
Share information about the project.	Lucille wants to promote her sons work.	Accessible sharing options. Media, documents, or even basic project "fact sheets" available in printer friendly versions.	From the project page it is clear and easy how to email links, post to social media etc.
Compare projects.	Check out the competition.	Ranking system based on BFI and/or user ratings. Store multiple profiles and view simultaneously.	Lucille can navigate her way through the profiles based on rank. She can keep track of projects similar to her sons.

Jason Pier photo