

# College-bound Carlos

## PROFILE:

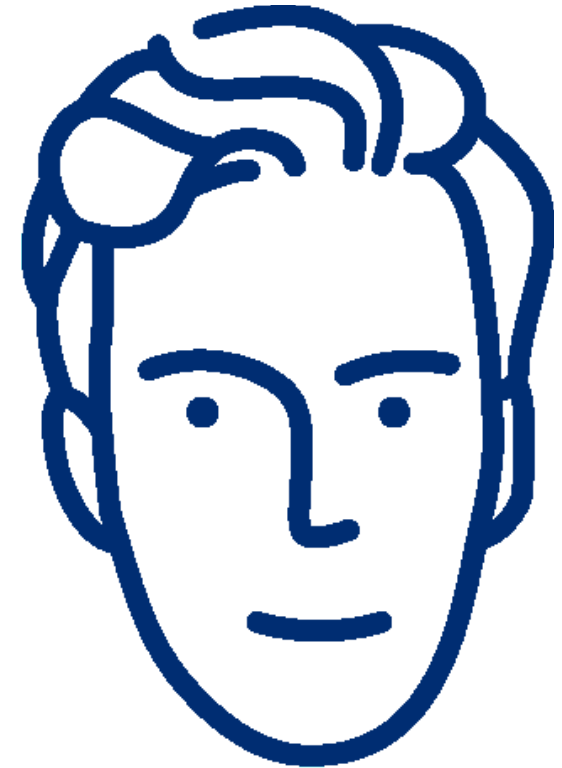
College Bound Carlos is stoked to be leaving the confines of home for the first time and heading off to campus for the university experience. His excitement is equal parts to do with what happens outside the classroom as within: he's eager to party and make memories with friends and girlfriends alike. His thoughts are less focused on long-term relationships than they are with meeting interesting people and letting things develop from there.

### MOTIVATIONS

He's not super experienced sexually, but he's hoping to change that. He does know that it's important for him to be protected, and to avoid anything that could negatively impact his education, such as an unintended pregnancy.

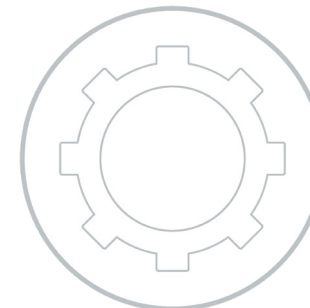
### BARRIERS

While he's familiar with condoms, he hasn't thought too deeply about the risk involved in a promiscuous lifestyle.



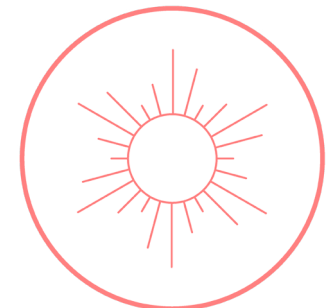
(persona by Yu luck from the Noun Project)

Stakeholder Group:

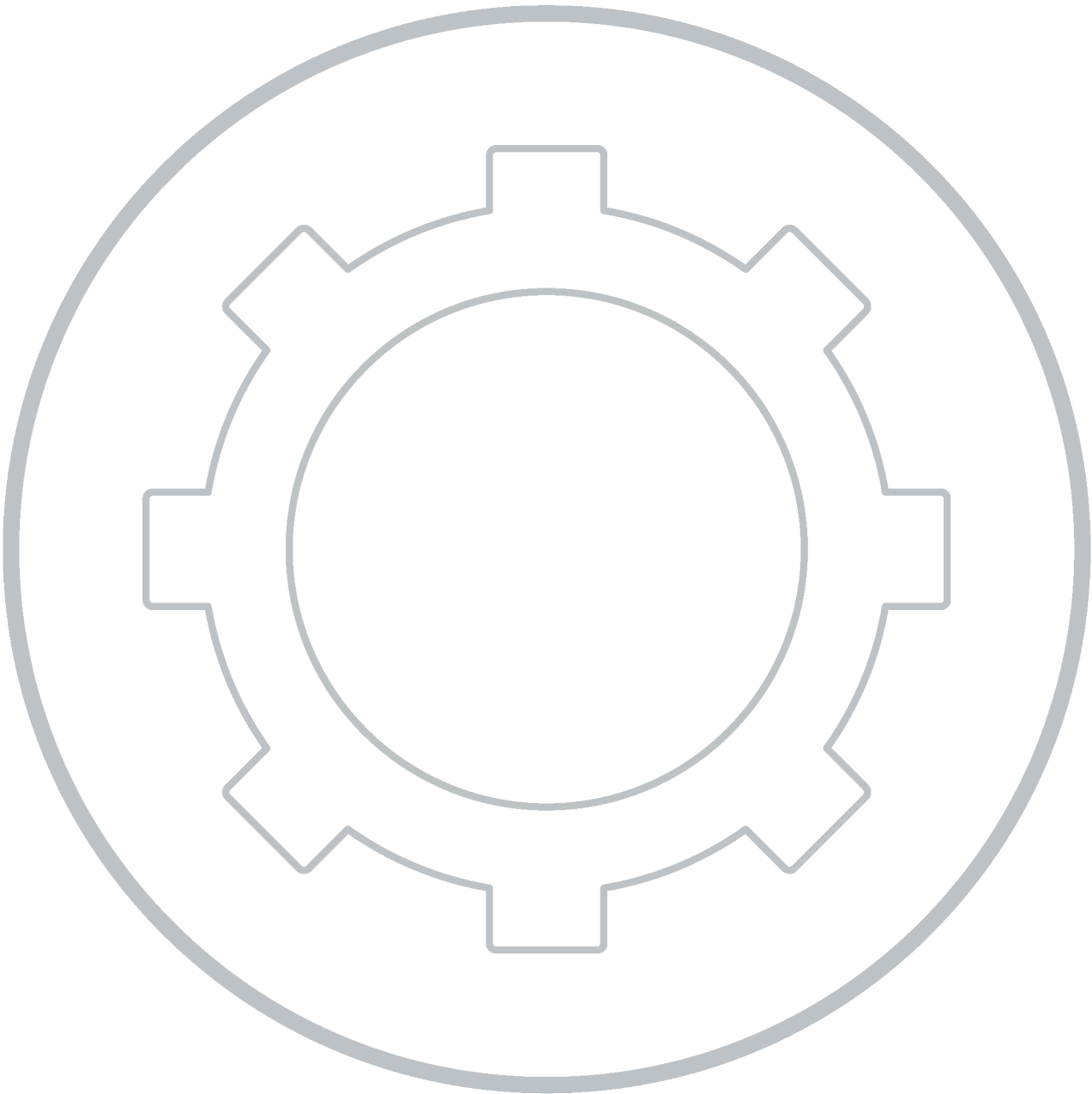


USER

Life Stage:



LEARNING



# Curious Curtis

## PROFILE:

Curious Curtis is pretty new to all this sex stuff, and is eager to learn more. He doesn't really have an opinion yet when it comes to contraception and the different methods that are out there, though he approves of them and sees their value. He's on-board with providing people the resources they need to manage their fertility, but still needs more information before he formulates any concrete opinions about what's best for him, his needs, and the needs of future partners.

### MOTIVATIONS

He wants to find a method that works for him, but was surprised to learn that there are only two contraceptive methods for men. This despite his general understanding and acceptance of the need for women to have ample contraceptive protection.

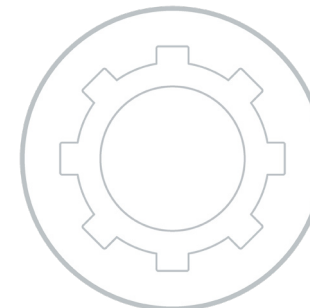
### BARRIERS

Not receiving much of a "talk" from his parents or school, his sex education is self-taught, from the internet, and certainly not comprehensive.



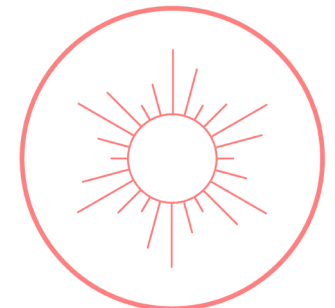
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Stakeholder Group:

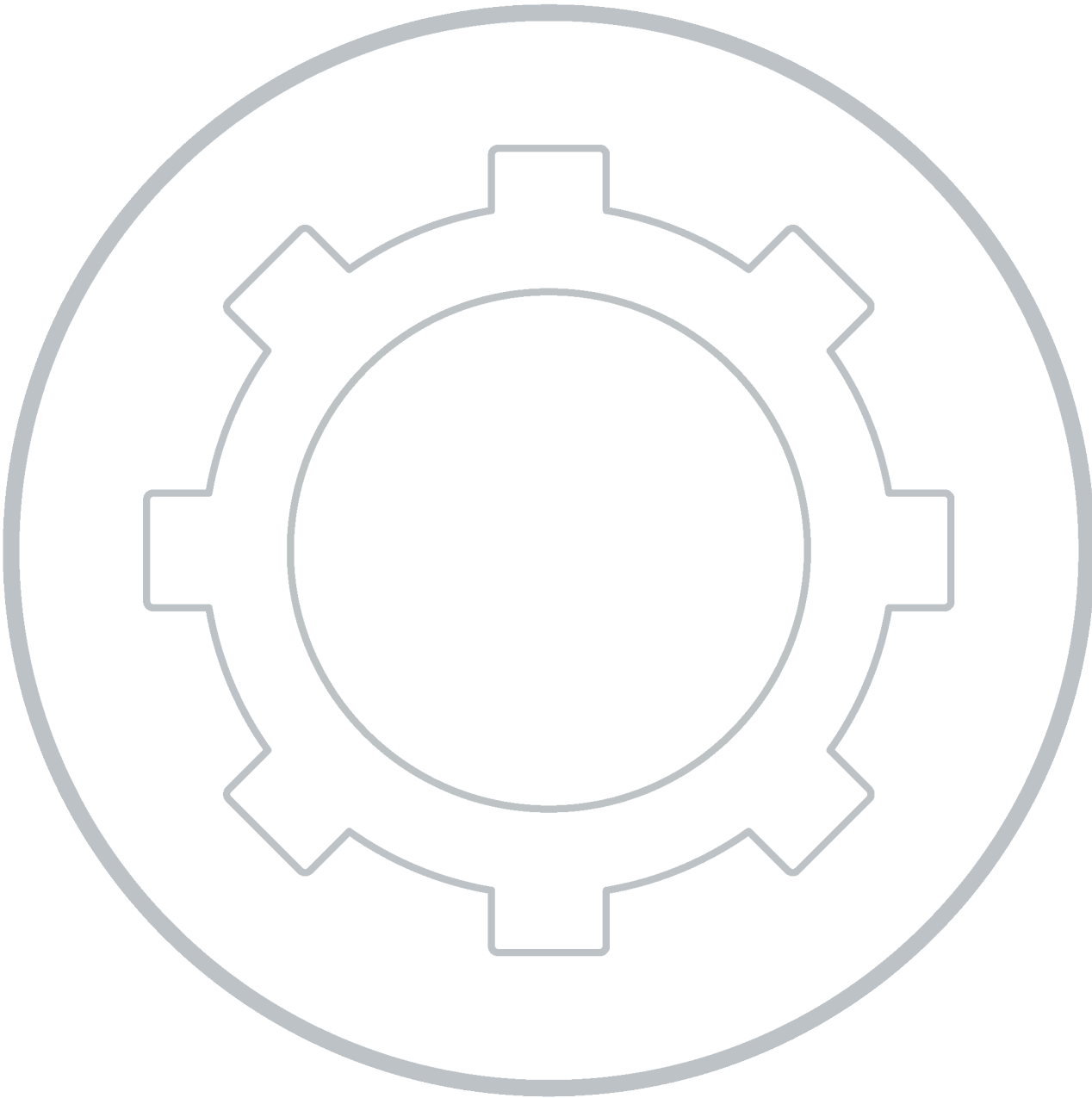


USER

Life Stage:



LEARNING



# Derpy Danny

## PROFILE:

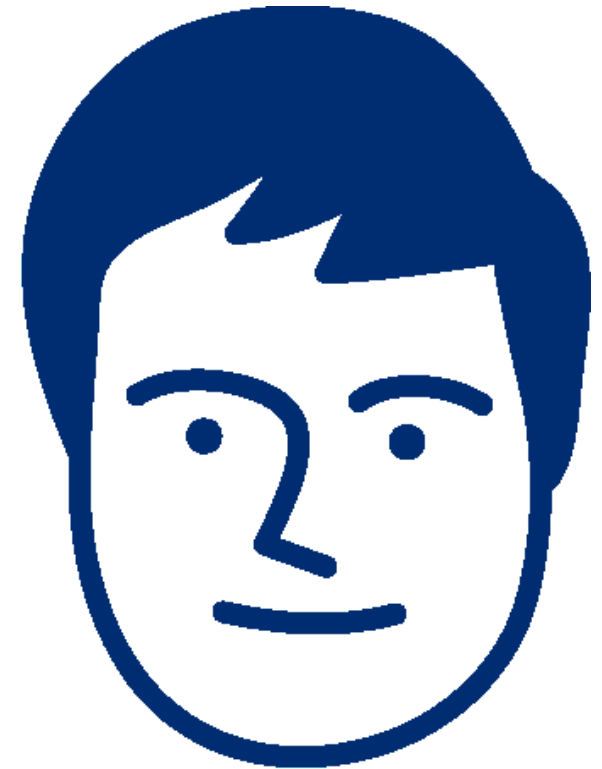
Derpy Danny means well, but really just doesn't get it. He is impulsive and out to have a good time without thinking too deeply about the consequences that could result from actions. He really likes sex, even though he's not entirely certain what's going on "down there" biologically, both for himself and potential partners.

### MOTIVATIONS

He doesn't want to have children, but doesn't really consider what role he could or should play in making that a reality. He also does not see himself as a reproductive being; he's not in tune with the fact that he can cause a pregnancy, but rather sees his role as entirely passive.

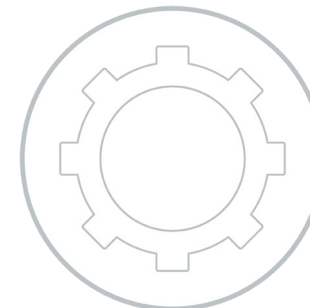
### BARRIERS

He may be aware of contraception, but it's not a priority. If a partner doesn't tell him to wear a condom, it won't even occur to him that he should.



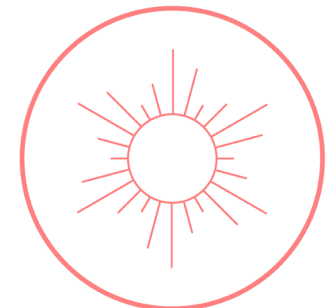
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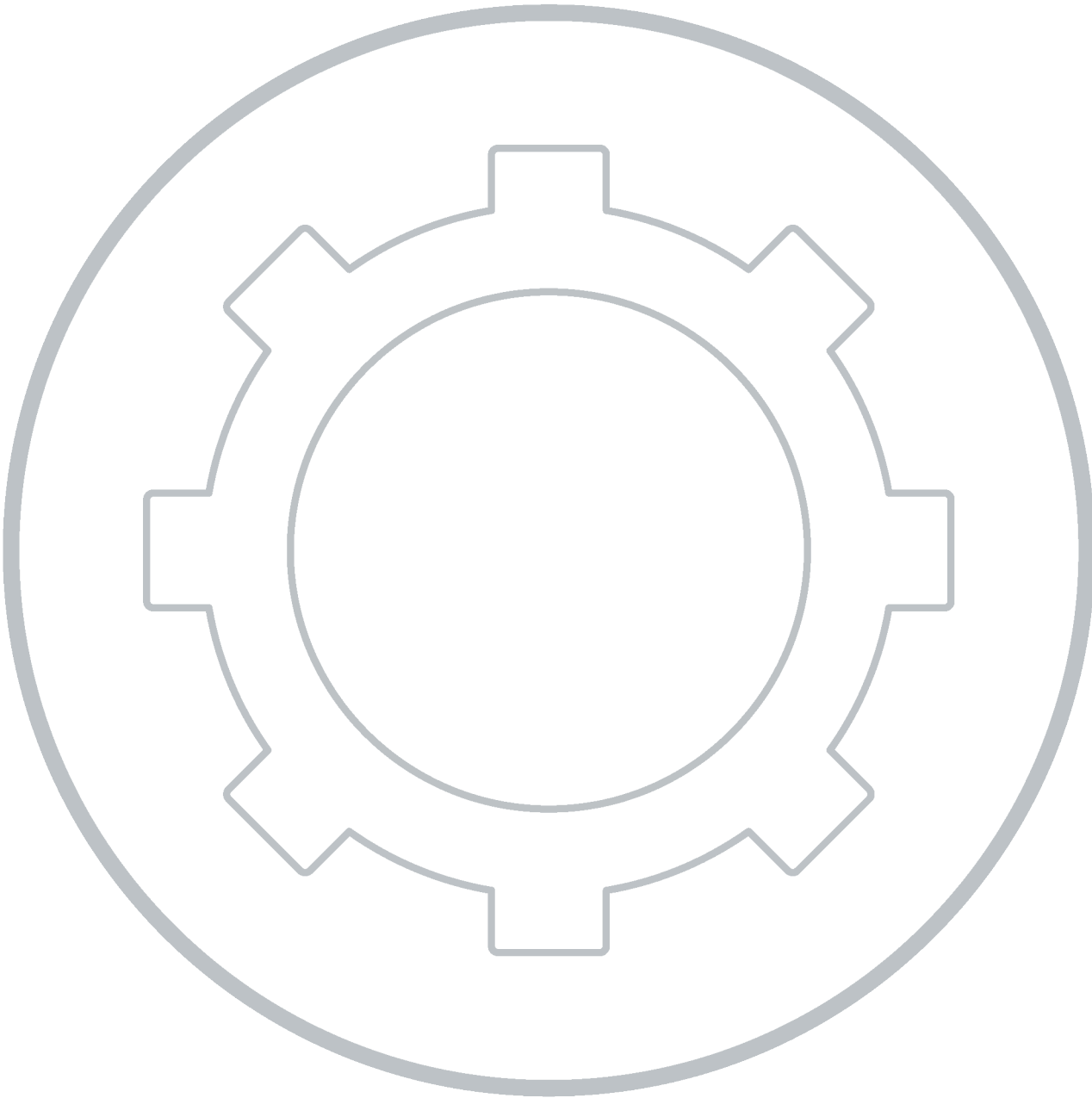


USER

Life Stage:



LEARNING



Name:

**PROFILE:**

Write a biography:

Draw the Persona

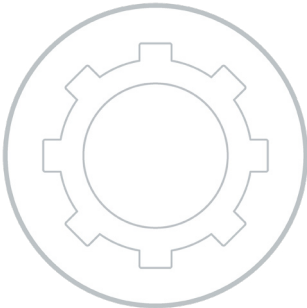
**MOTIVATIONS**

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**BARRIERS**

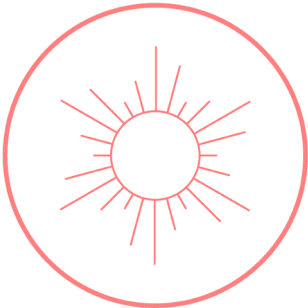
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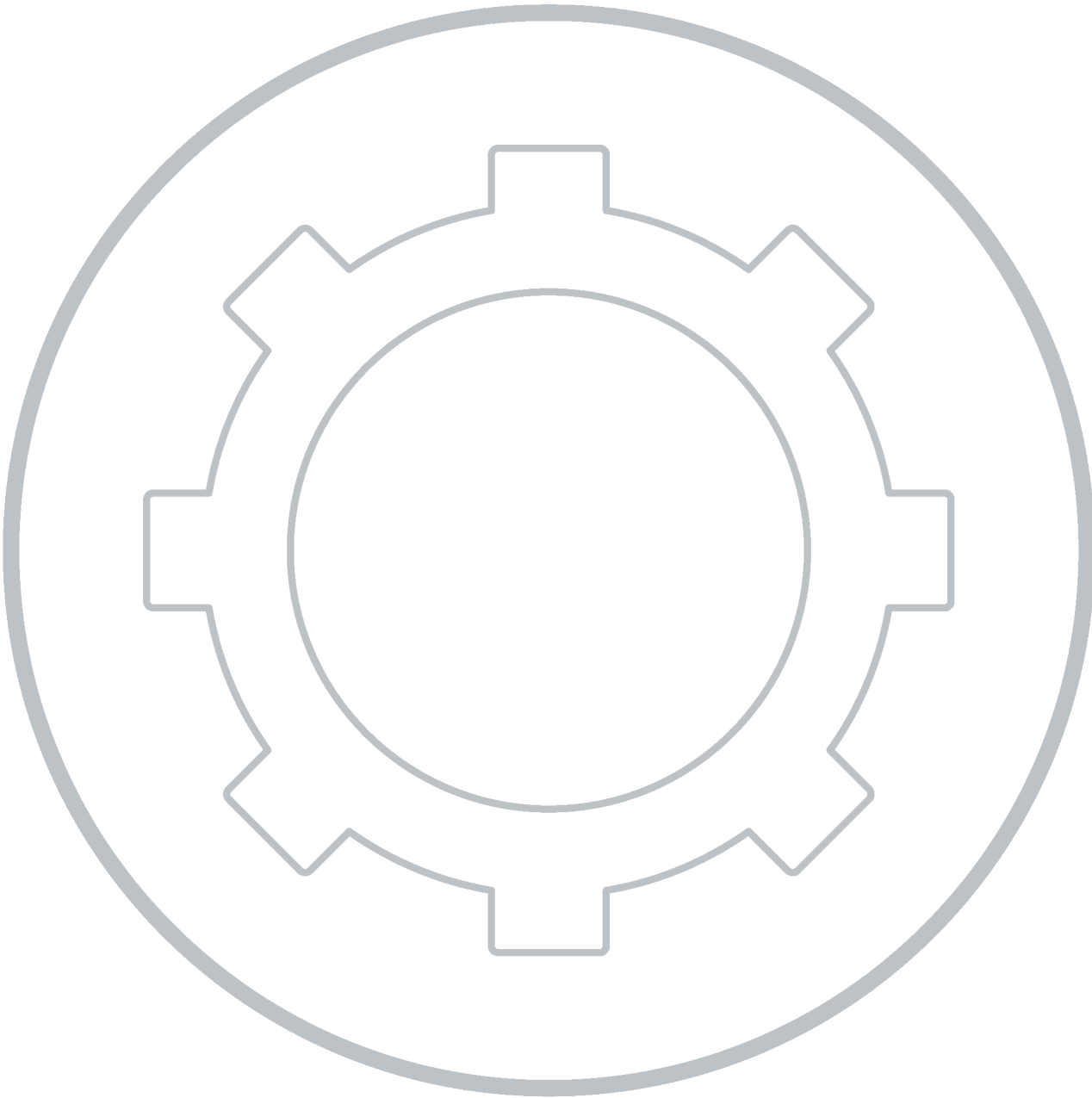
USER

Life Stage:



LEARNING





# Pragmatic Maverick

## PROFILE:

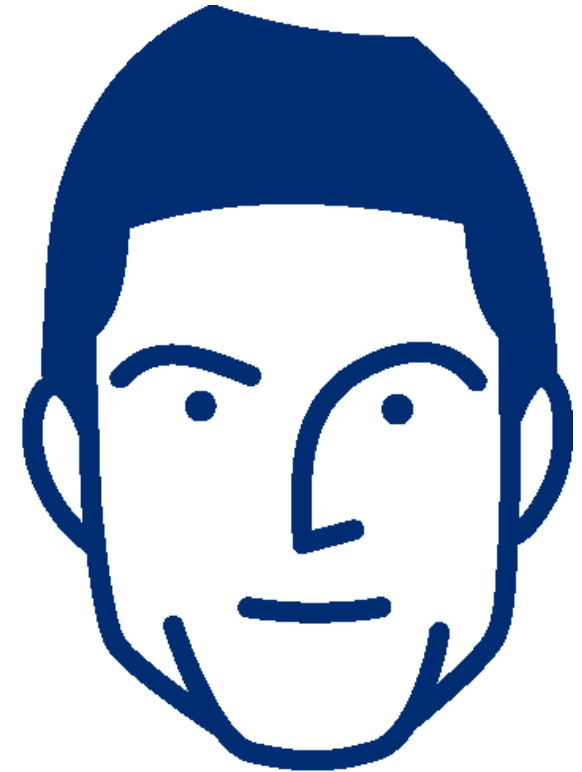
The Pragmatic Maverick is focused on his own goals and objectives. Driven by a strong sense of personal responsibility, he doesn't see the logic in having to rely on, and trust, another person to meet his family planning objectives, which at this time are firmly rooted in not having children yet. With respect to male contraception, he simply doesn't understand why his options are only condom and vasectomy and wants to see some level of parity between male and female methods.

### MOTIVATIONS

His goals, whether they be educational (e.g., finishing school) or professional (e.g., establishing or advancing his career), are his primary concern and he wants the resources necessary to ensure these are not derailed by any unintended consequences to his actions.

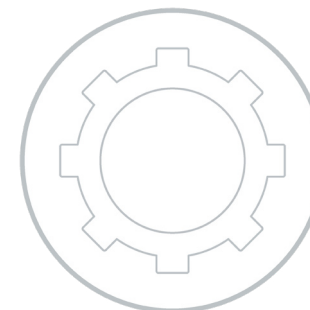
### BARRIERS

Limited male birth control options impacts his ability to take responsibility for his actions and to manage his fertility as he sees fit.



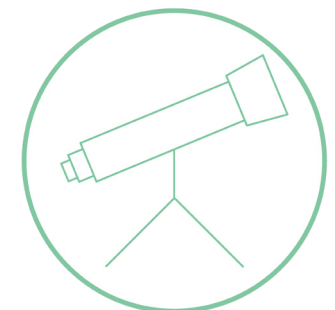
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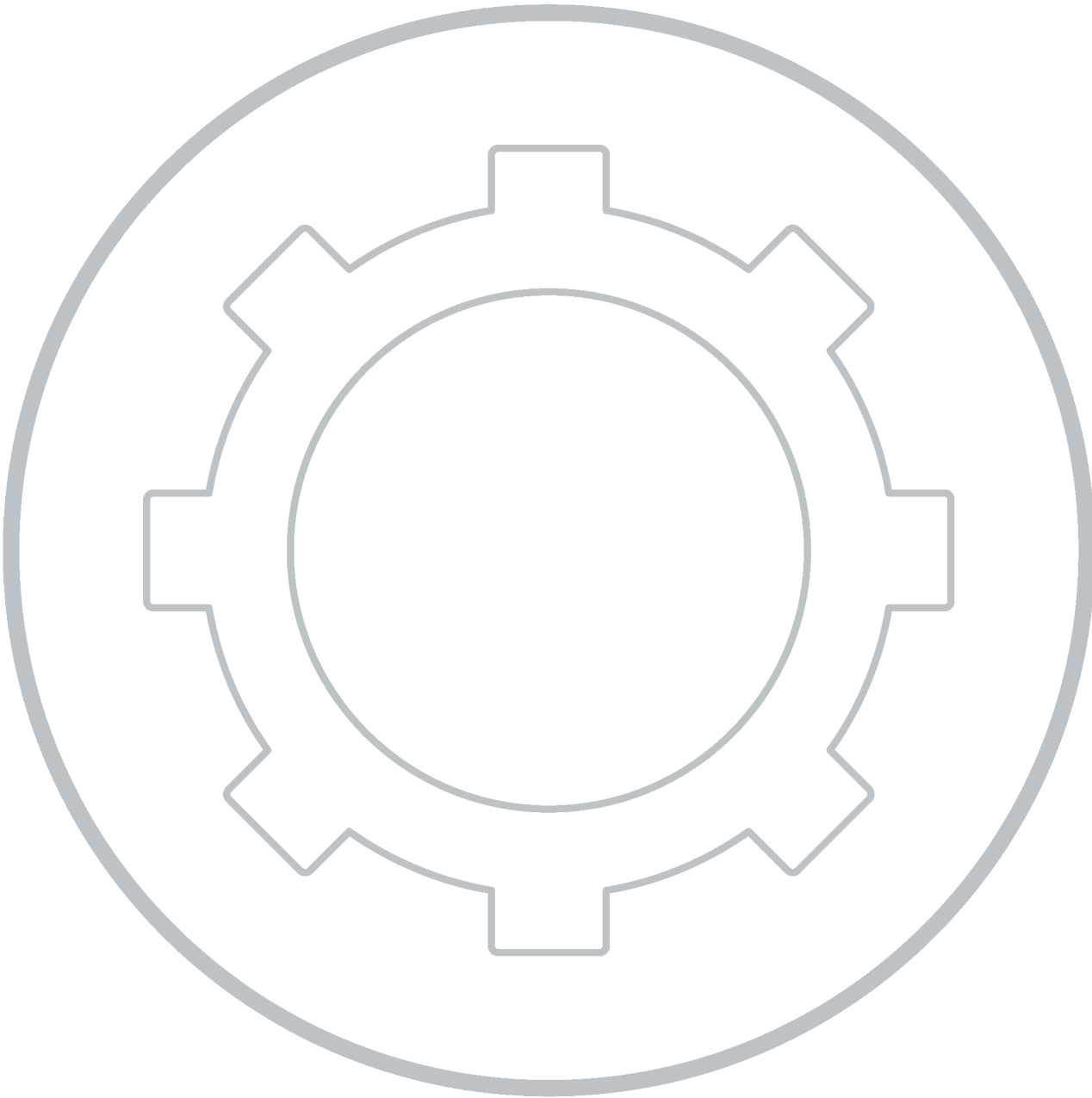


USER

Life Stage:



EXPLORING



# Scared Straight Stevie

## PROFILE:

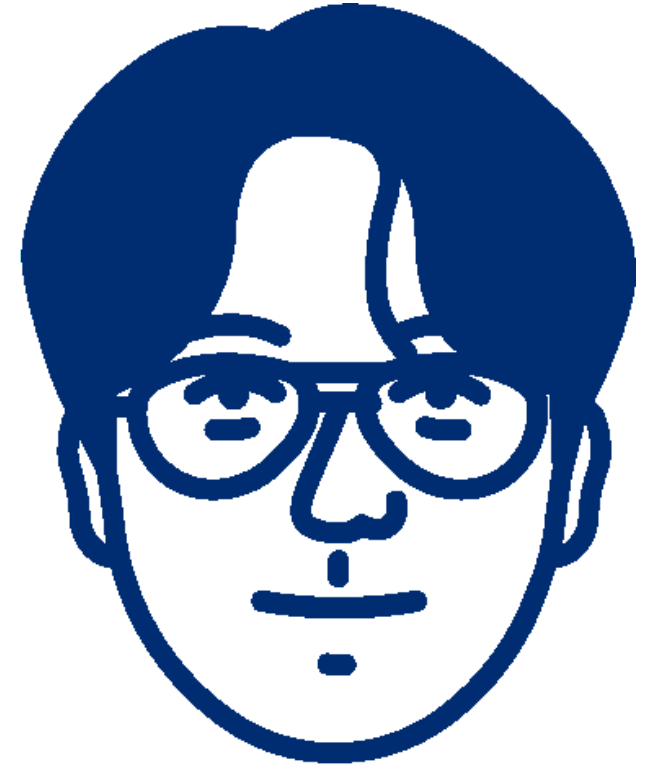
Scared Straight Stevie never really thought about contraception or considered the ramifications of experiencing/ causing an unintended pregnancy, until he and a partner had a pregnancy scare. He may not have lengthy conversations with partners about their experiences with contraception, but he will certainly make sure to find out if they are using any contraceptives. If not, he will use a condom, and may anyways even if his partner is contracepting just for the added sense of security. He would definitely be interested in more methods for men, but doesn't know a ton about that.

### MOTIVATIONS

He is determined to educate himself about all things related to reproduction, including contraception and family planning in order to find as many ways as possible to reduce his risk.

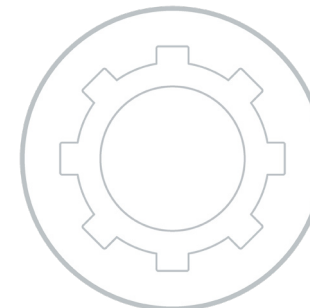
### BARRIERS

Lack of dialogue with partners about experiences with contraception limits his understanding of their challenges, and the empathy he feels towards them in this regard.



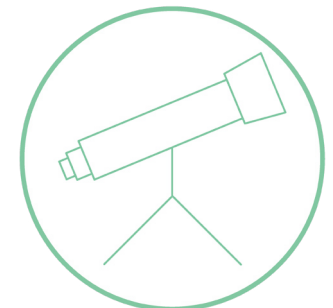
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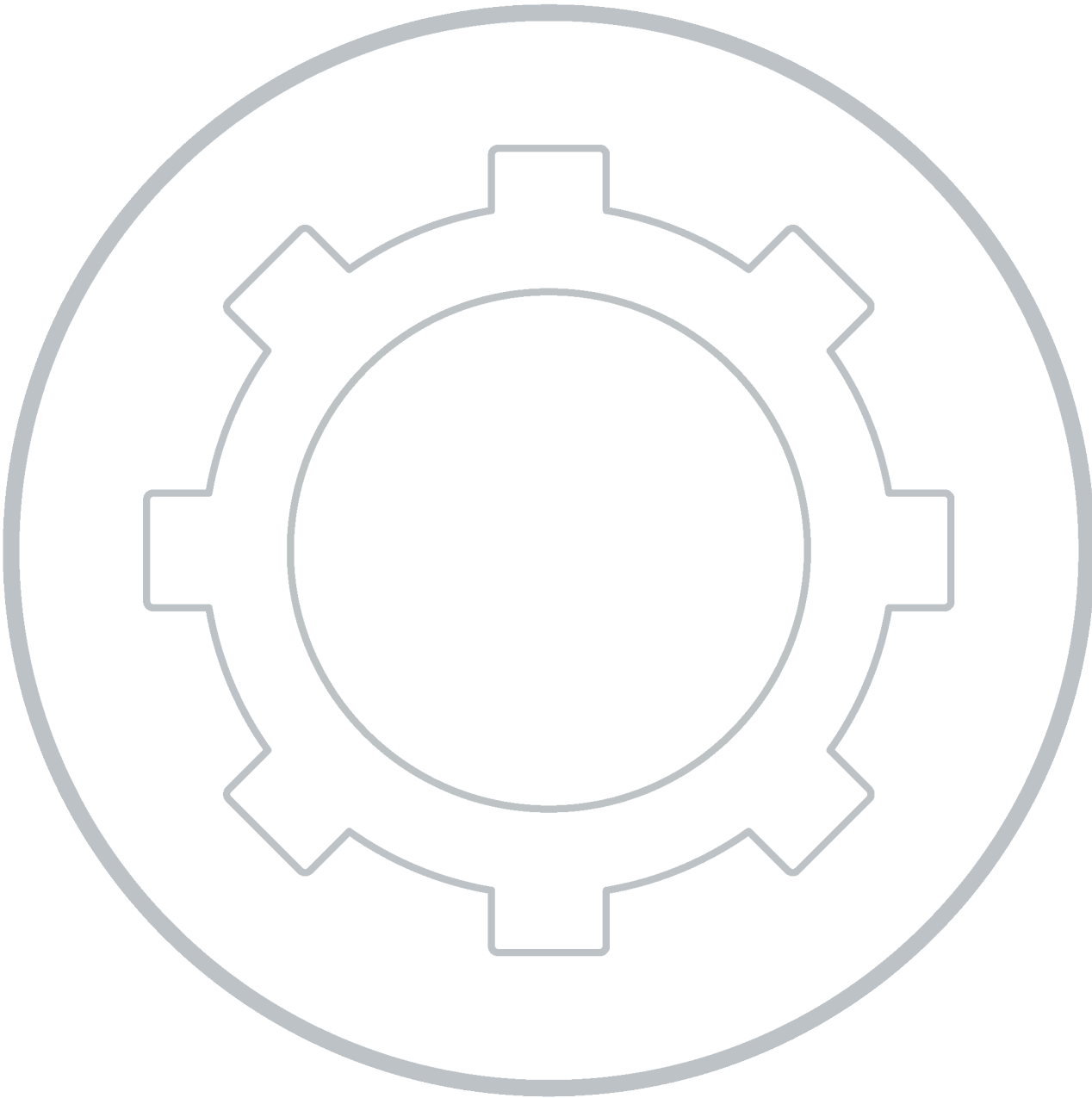


USER

Life Stage:



EXPLORING



# Timmy Tinder

## PROFILE:

Timmy Tinder is enjoying all that life has to offer right now. He's not thinking about marriage or having children yet - that's for future Timmy to worry about. He doesn't mind random hook-ups, nor is he averse to more established, even long-term, relationships. He believes everyone should have the ability (and products) to contribute to pregnancy prevention. He's open-minded and supportive of all people, but right now is focused on what's best for him, and having a good time.

### MOTIVATIONS

He is focused on exploring options in all facets of life, be it new restaurants, a great movie, or sex and relationships.

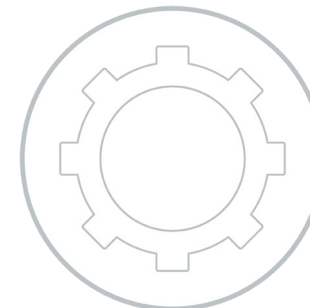
### BARRIERS

He definitely wants to avoid experiencing an unintended pregnancy, and generally communicates with partners to ensure one of them is contracepting, but is frustrated by his lack of options.



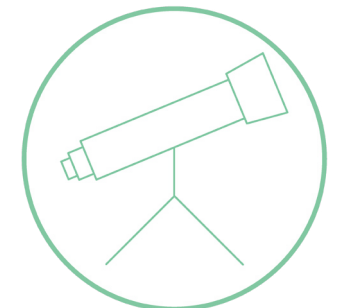
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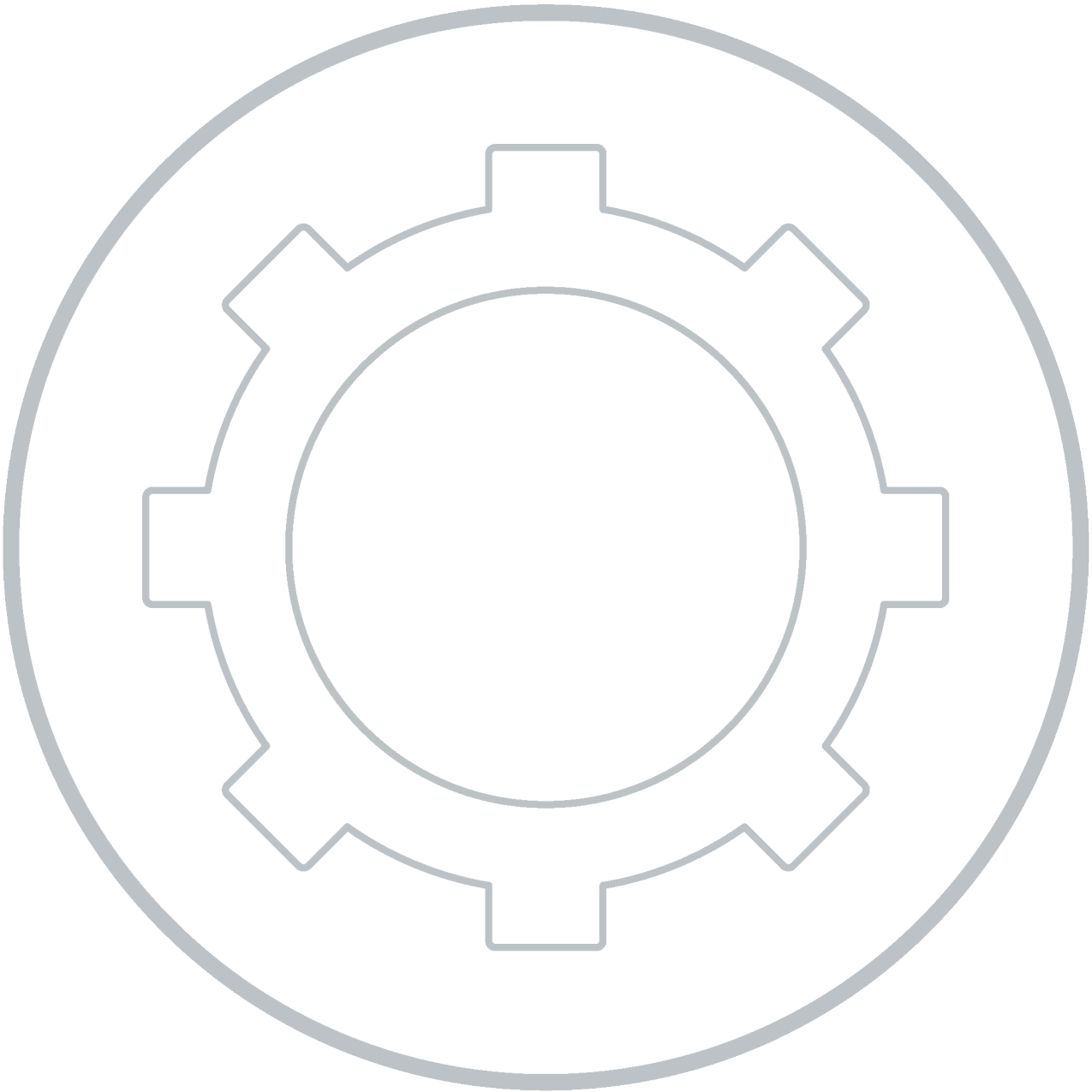


USER

Life Stage:



EXPLORING



Name:

**PROFILE:**

Write a biography:

Draw the Persona

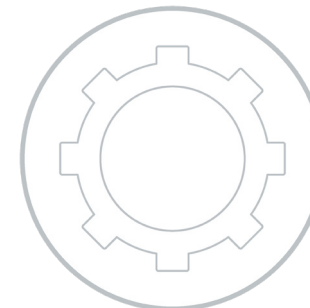
**MOTIVATIONS**

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**BARRIERS**

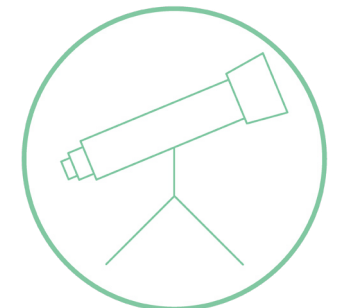
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Stakeholder Group:



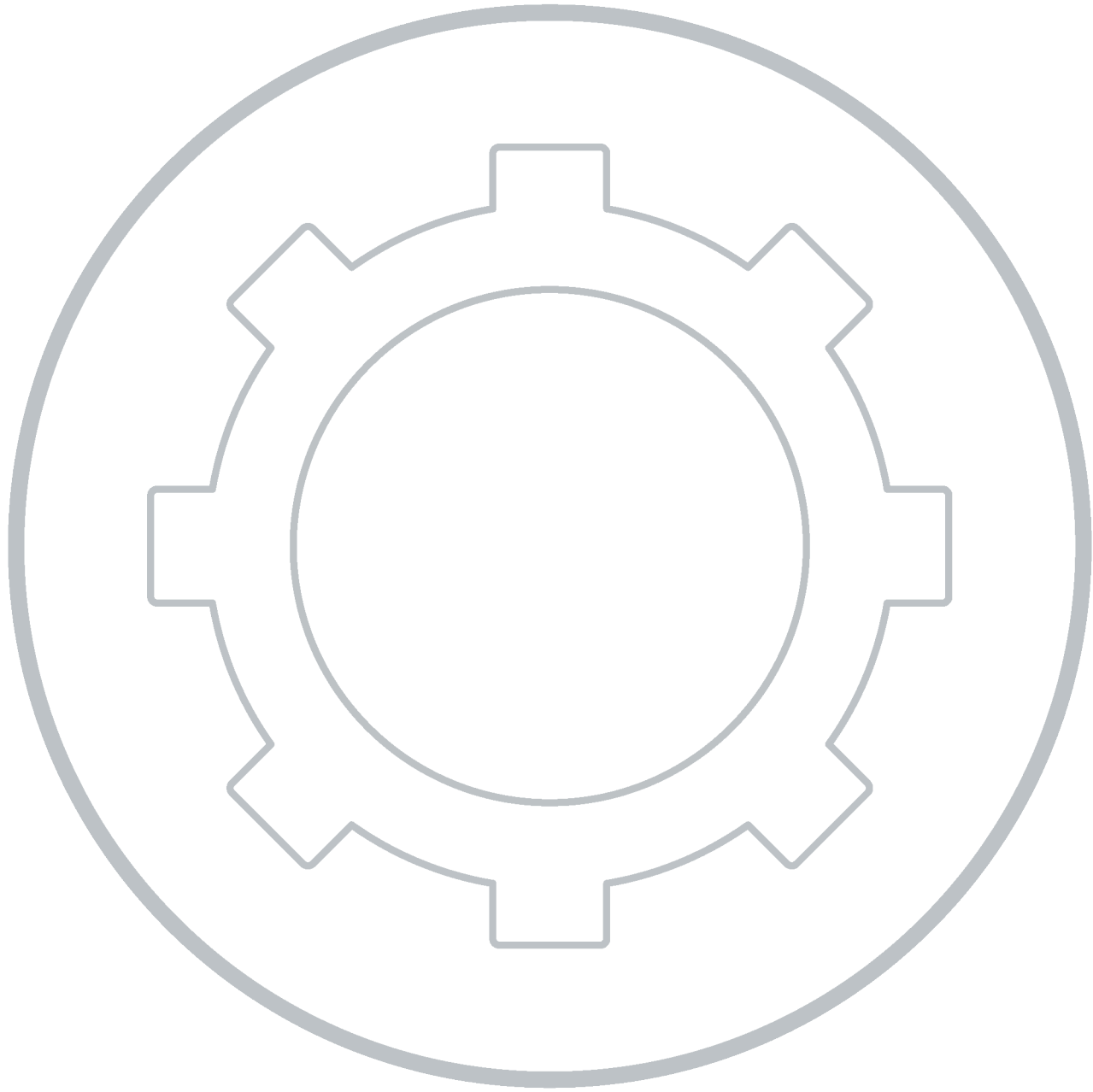
USER

Life Stage:



EXPLORING





# Empathic Ezra

## PROFILE:

Empathic Ezra thinks it is absolutely ridiculous that women have to bear so much of the responsibility when it comes to contraception. He has close relationships with women in his life, and is a big advocate for women's rights and equality. He's well versed in contraception and has had friends who have had very bad experiences with their methods. His first EP, "The Flaunting Flautist", which the Village Voice called, "a jazz flute tour de force", was once featured at a Starbucks.

### MOTIVATIONS

He doesn't understand why there aren't more male methods yet, and wants to know what he can do to help the cause.

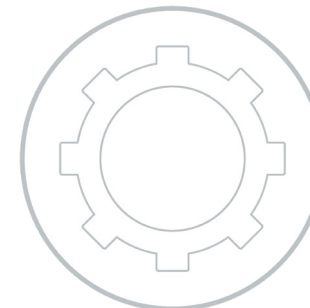
### BARRIERS

He is constantly frustrated at his, and men's, inability to step up and shoulder some of the responsibility.



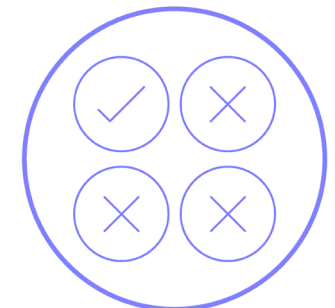
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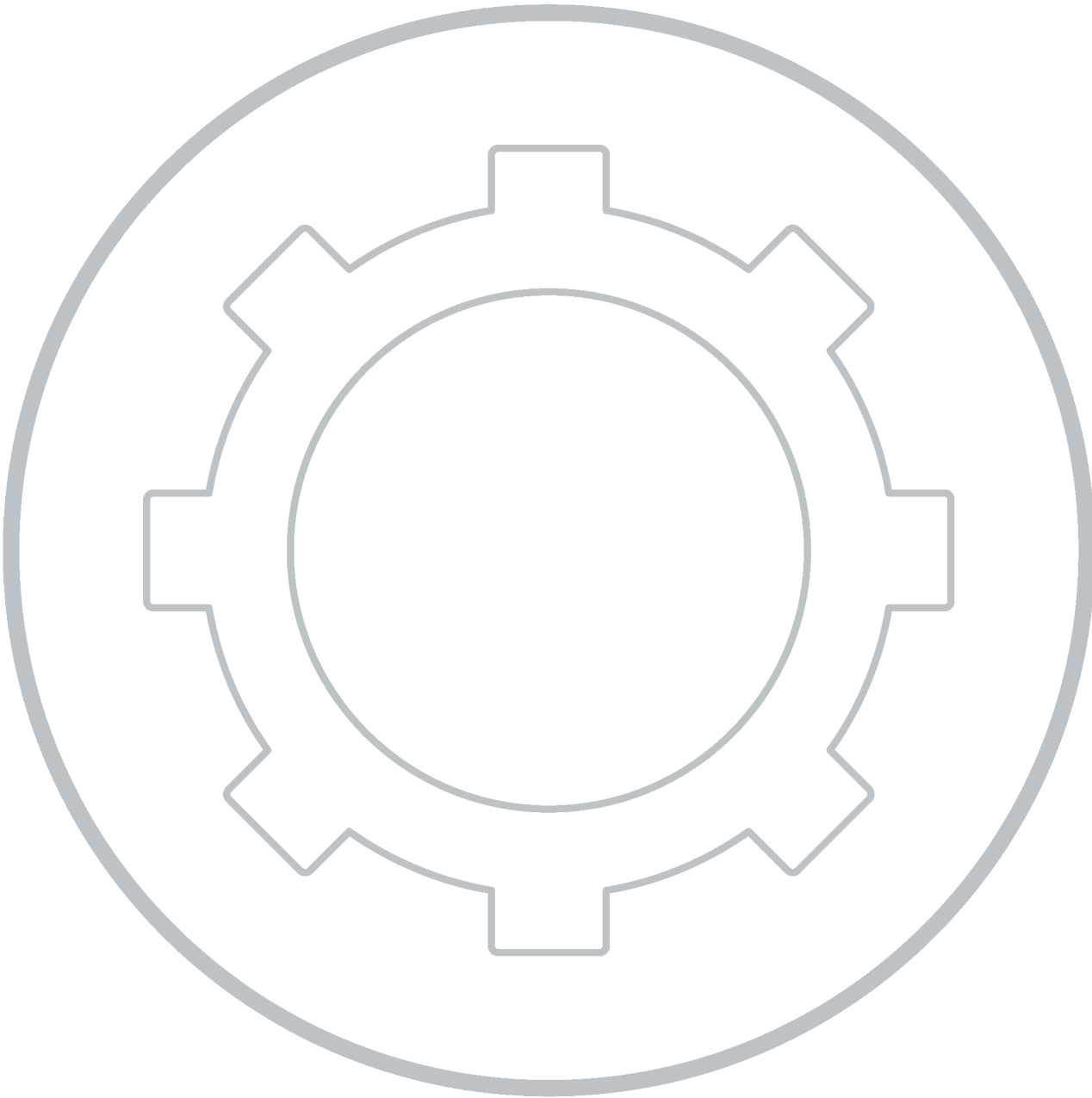


USER

Life Stage:



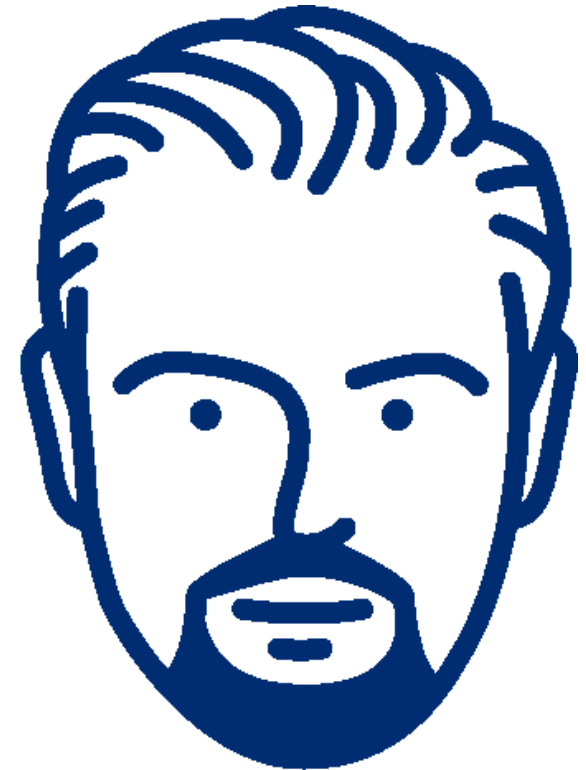
DECIDING



# Me-first Manny

## PROFILE:

Me-first Manny is convinced that there is malicious intent in nearly all actions of women, especially with respect to sex and family planning. He spends entirely too much time online and could use a hug, and a good talking to.



(persona by Yu luck from the Noun Project)

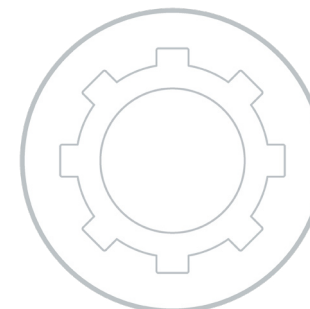
### MOTIVATIONS

He absolutely believes that women act in nefarious ways, trying to ensnare men with an “unintended” pregnancy caused by their willful deceit regarding contraception, including sabotaging methods (e.g., poking holes in condoms) and lying about using contraception altogether.

### BARRIERS

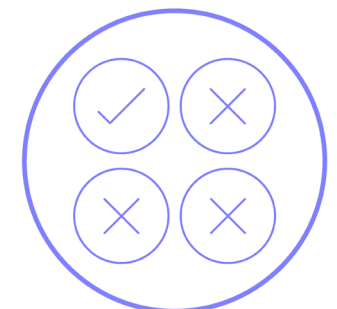
He suffers from a pervasive lack of trust in women, and is seeking better, more effective contraception due to this.

Stakeholder Group:

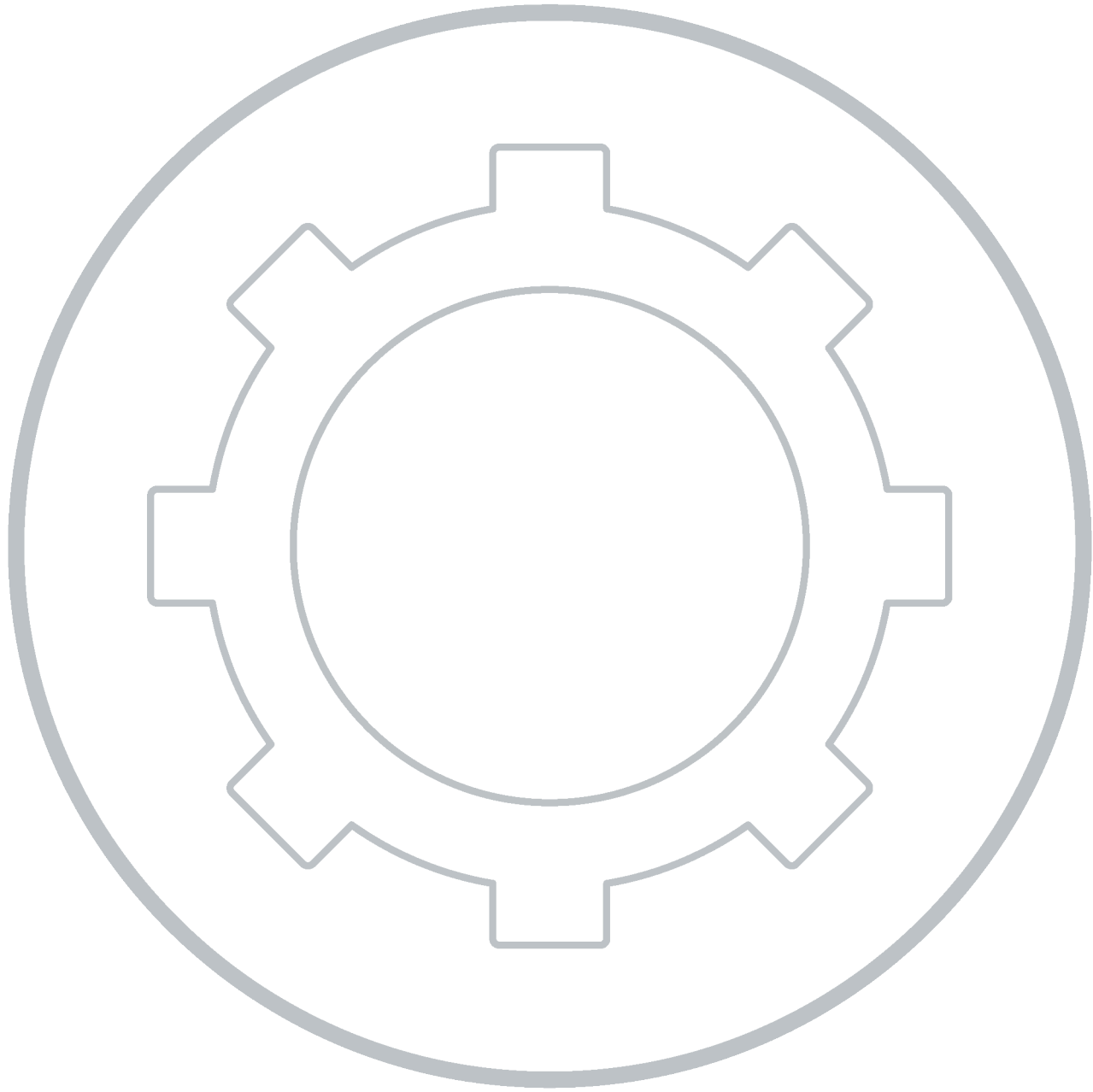


USER

Life Stage:



DECIDING



# Settling Down Syed

## PROFILE:

Settling Down Syed may or may not have just found “the one”. He’s entered into a long-term relationship and, for the first time in his life, is starting to think about marriage and all that is entailed with it, including whether or not to have children. He and his partner are both open to having children, but they’re not 100% committed to the idea just yet.



(persona by Yu luck from the Noun Project)

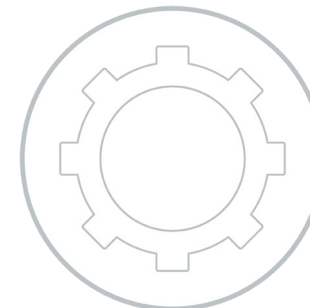
### MOTIVATIONS

He and his partner are almost to a point where they can support a child or children, but both are more focused on their careers, social lives, and each other at this time. Given their level of trust, they are not worried about transmittable disease, and as such condoms have been phased out of their contraceptive life.

### BARRIERS

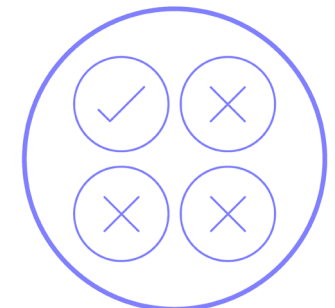
They are currently contracepting, but would love more options that they could take advantage of.

Stakeholder Group:

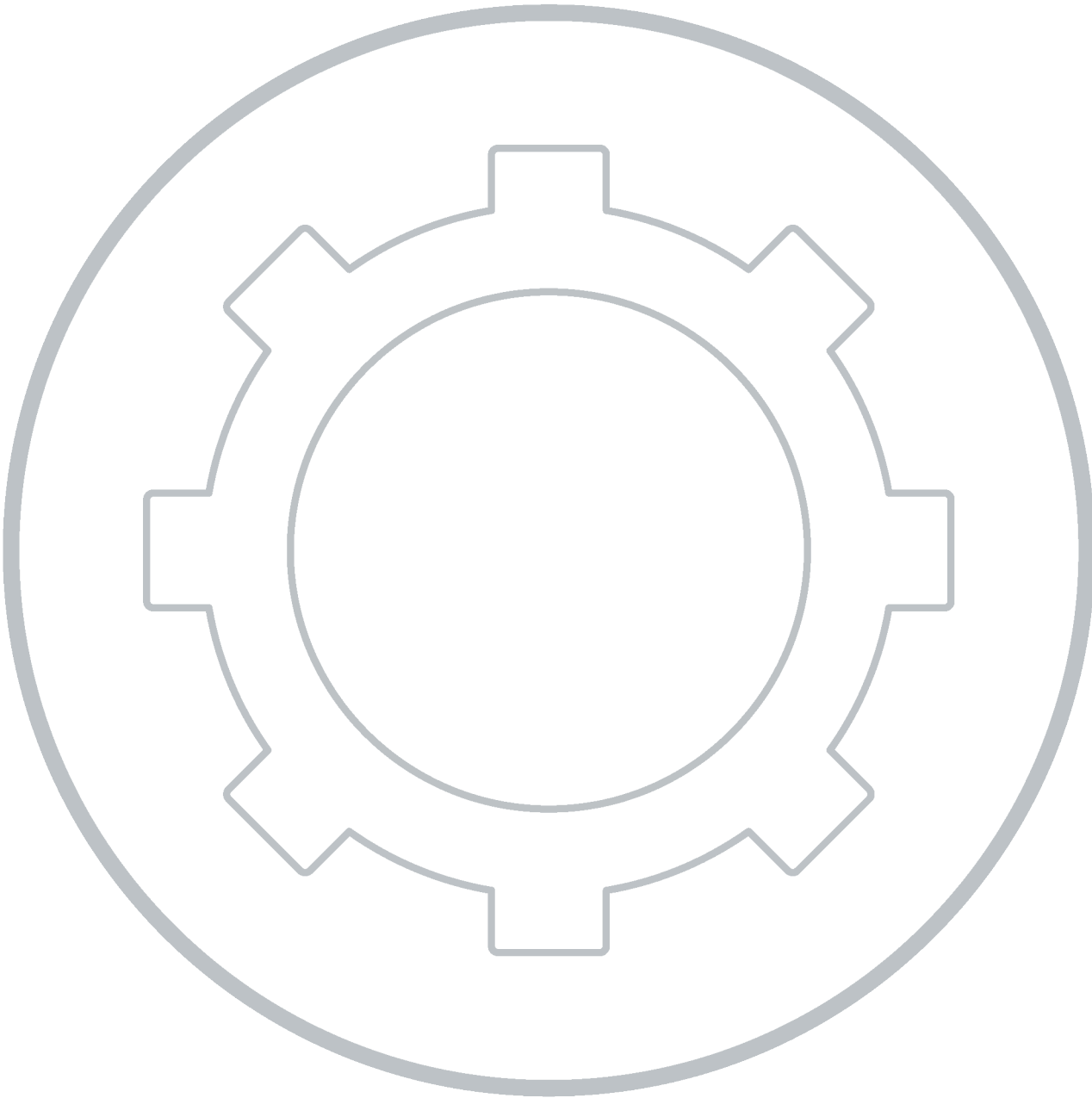


USER

Life Stage:



DECIDING



# Uncertain Alan

## PROFILE:

Uncertain Alan kinda, sorta knows he doesn't want to have children, but he also knows he is not ready to commit to getting a vasectomy yet. He thinks that having access to something like a reversible vasectomy could help bridge him to a final decision, as he could actually experience infertility before committing to it permanently, and would like to decide a best course of action with his partner before making any permanent decisions.

### MOTIVATIONS

He is at a stage in his life where he is capable of supporting a family, but thinks more and more that a child-free life is the right way forward for him. His relationship status allows him to choose whatever path forward he likes with respect to family planning.

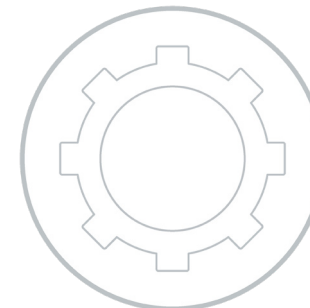
### BARRIERS

He wishes that there were more male contraceptives that provide a range of options (e.g., method and duration of action) similar to what women have as he is hesitant to commit to sterilization right now.



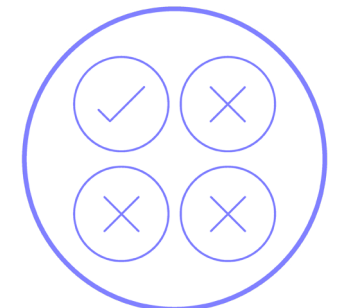
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Stakeholder Group:



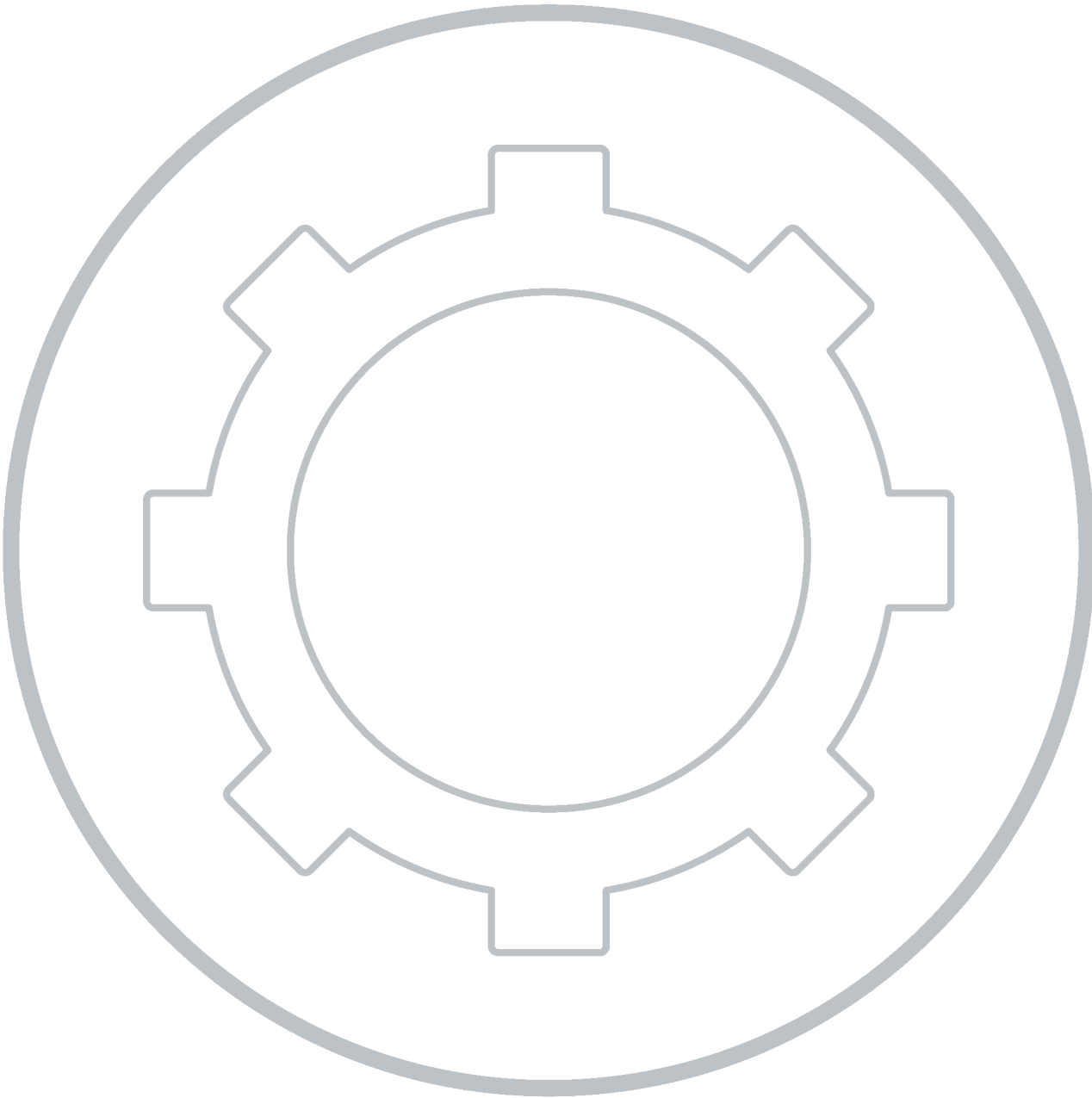
USER

Life Stage:



DECIDING





# Wait, What? Waylan

## PROFILE:

Wait, What? Waylan is surprised to hear that people think there is a need for more male contraceptives. It's not that he's against contraception for men, it's just news to him. He doesn't generally think about health-related things in his life, preferring to seek medical advice or support only when needed. He goes with the flow and largely is a reactionary person, rather than a preventative one.



(persona by Yu luck from the Noun Project)

### MOTIVATIONS

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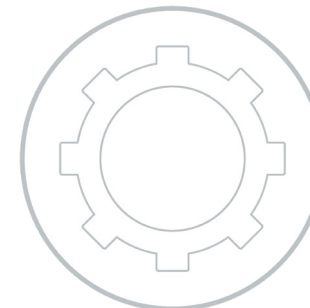
If better options of male contraception were available, he would not be averse to using them even if he is not readily seeking them out currently.

### BARRIERS

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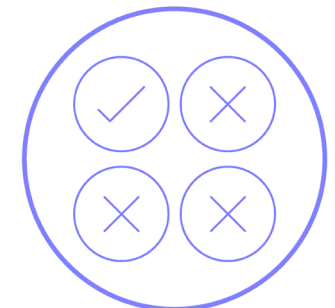
He never thought much about contraception, beyond condoms, which are really all that men need to avoid getting someone pregnant or getting an STI, right?

Stakeholder Group:

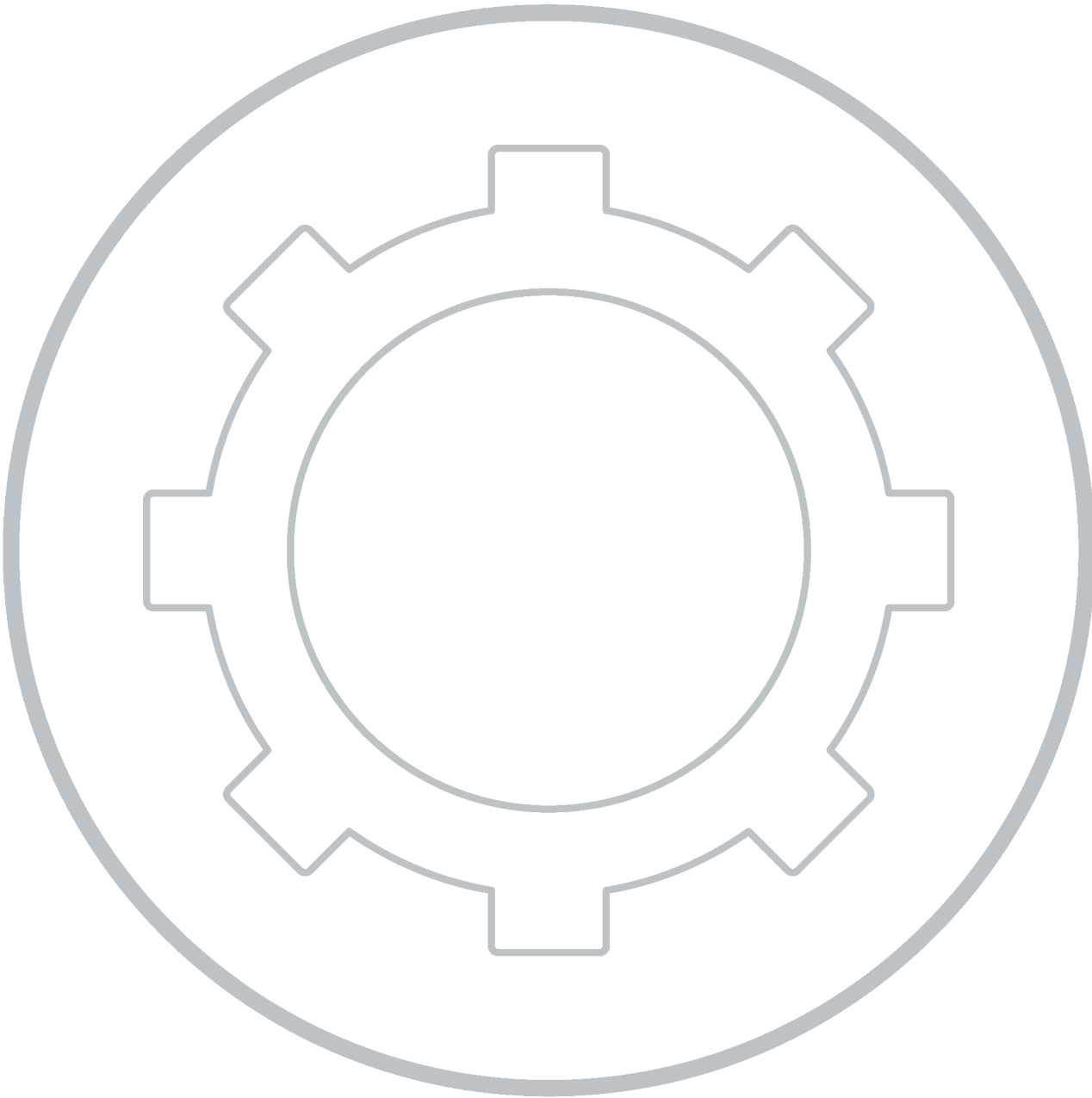


USER

Life Stage:



DECIDING



Name:

**PROFILE:**

Write a biography:

Draw the Persona

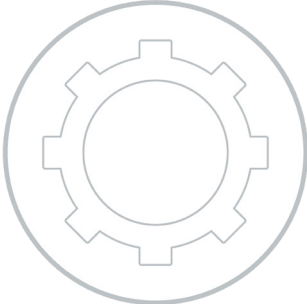
**MOTIVATIONS**

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**BARRIERS**

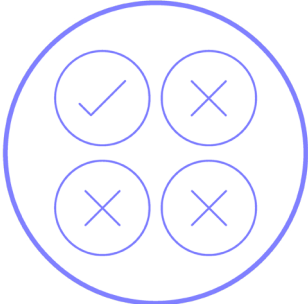
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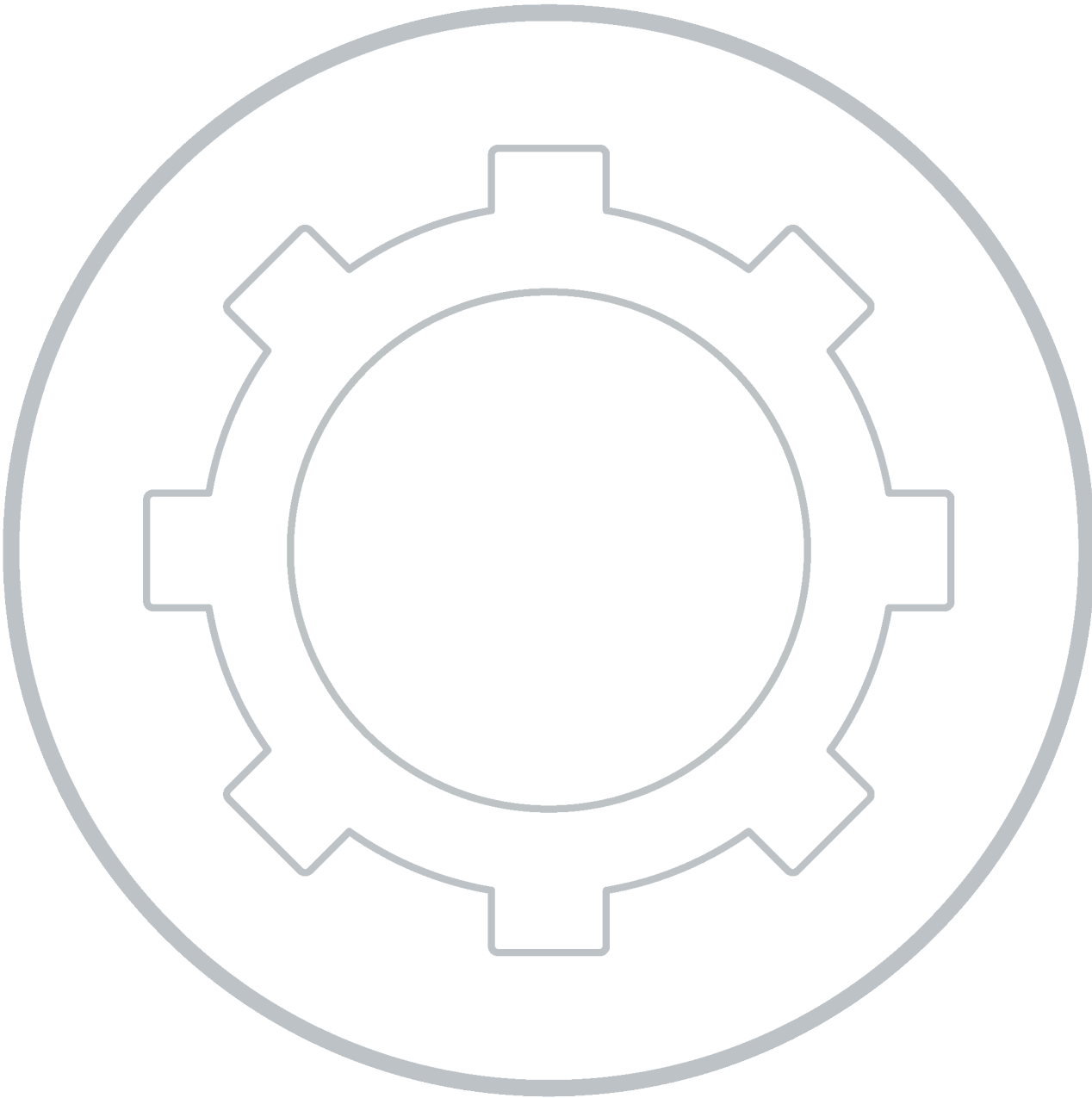


USER

Life Stage:



DECIDING



# I'm Good Ivan

## PROFILE:

I'm Good Ivan has, as long as he can remember, been certain that he does not want to have children, but is equally certain that he does not want any procedure that causes permanent infertility like a vasectomy. Maybe it's the surgical nature of the procedure, or the finality of "the snip," or maybe it's an association with his masculinity.

### MOTIVATIONS

He sees vasectomy as too extreme for him and would rather maintain the freedom to choose, even if he is certain he will always choose "no", when it comes to kids.

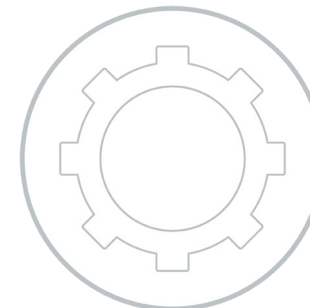
### BARRIERS

He is comfortable in or out of a relationship and enjoys sex, but wishes there were more contraceptive options for men; he does not like having to rely on condoms.



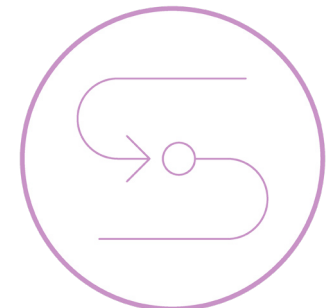
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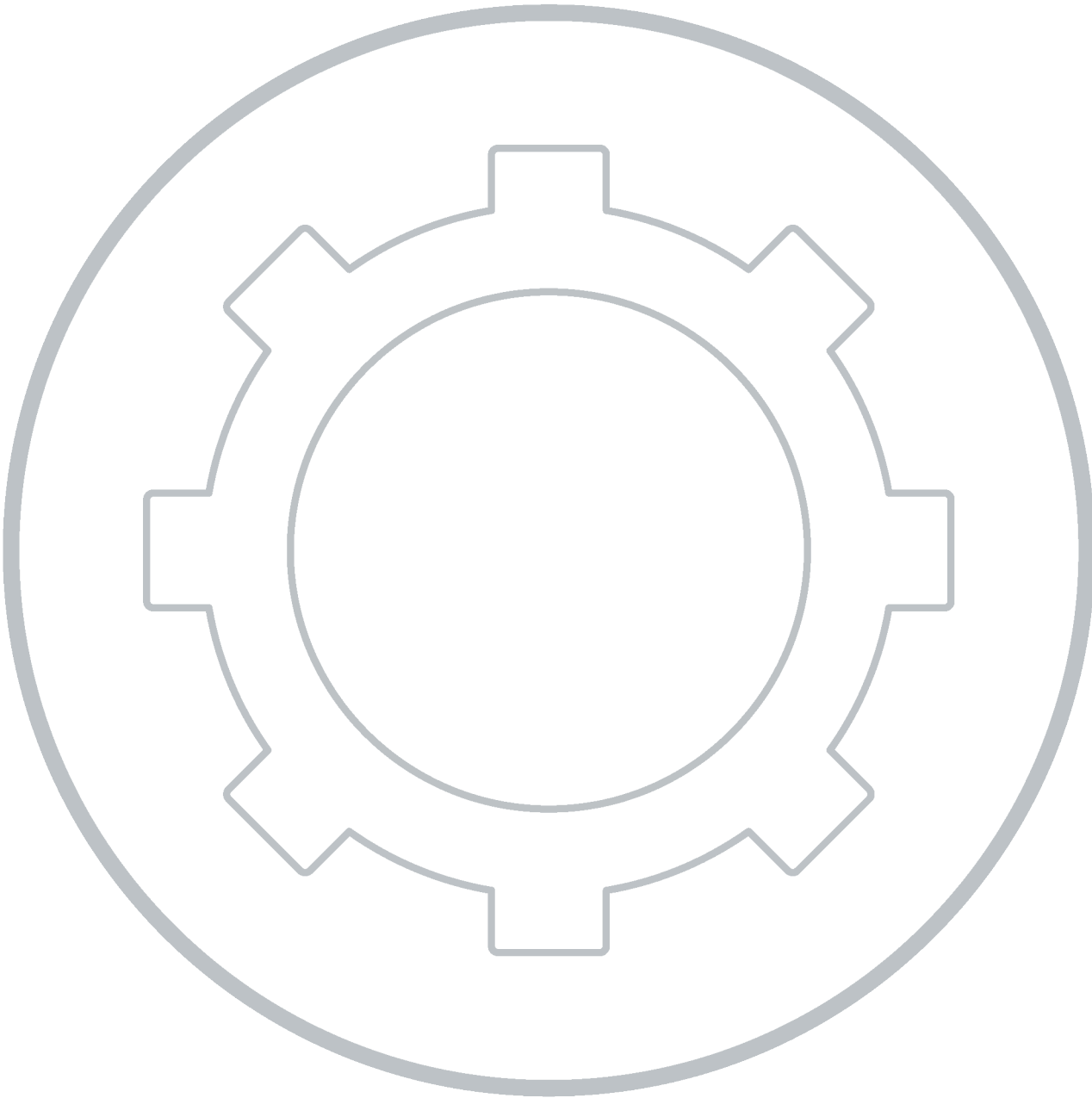


USER

Life Stage:



CONCLUDING



# Protective Patrice

## PROFILE:

Protective Patrice is a dad who still has contraceptive needs, but they are secondary to those of his children: he wants to make sure his kids have access to the resources they need to avoid an unintended pregnancy. This may be due to having a “scare” in his life, a personal connection to someone who had an unintended pregnancy, or a desire to shield his children from any of the challenges associated with them.

### MOTIVATIONS

As a father, he’s equipped with all the communication skills that come with parenting and is driven to help ensure his children only have children of their own if they want to, and when they want to.

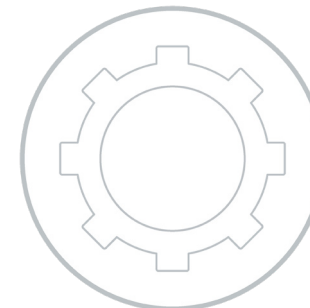
### BARRIERS

He’s an advocate for all forms of contraception, and is likely frustrated by the lack of options he has had throughout his life. That said, he’s uncertain of what else he can do to help address this.



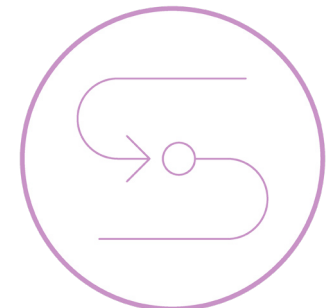
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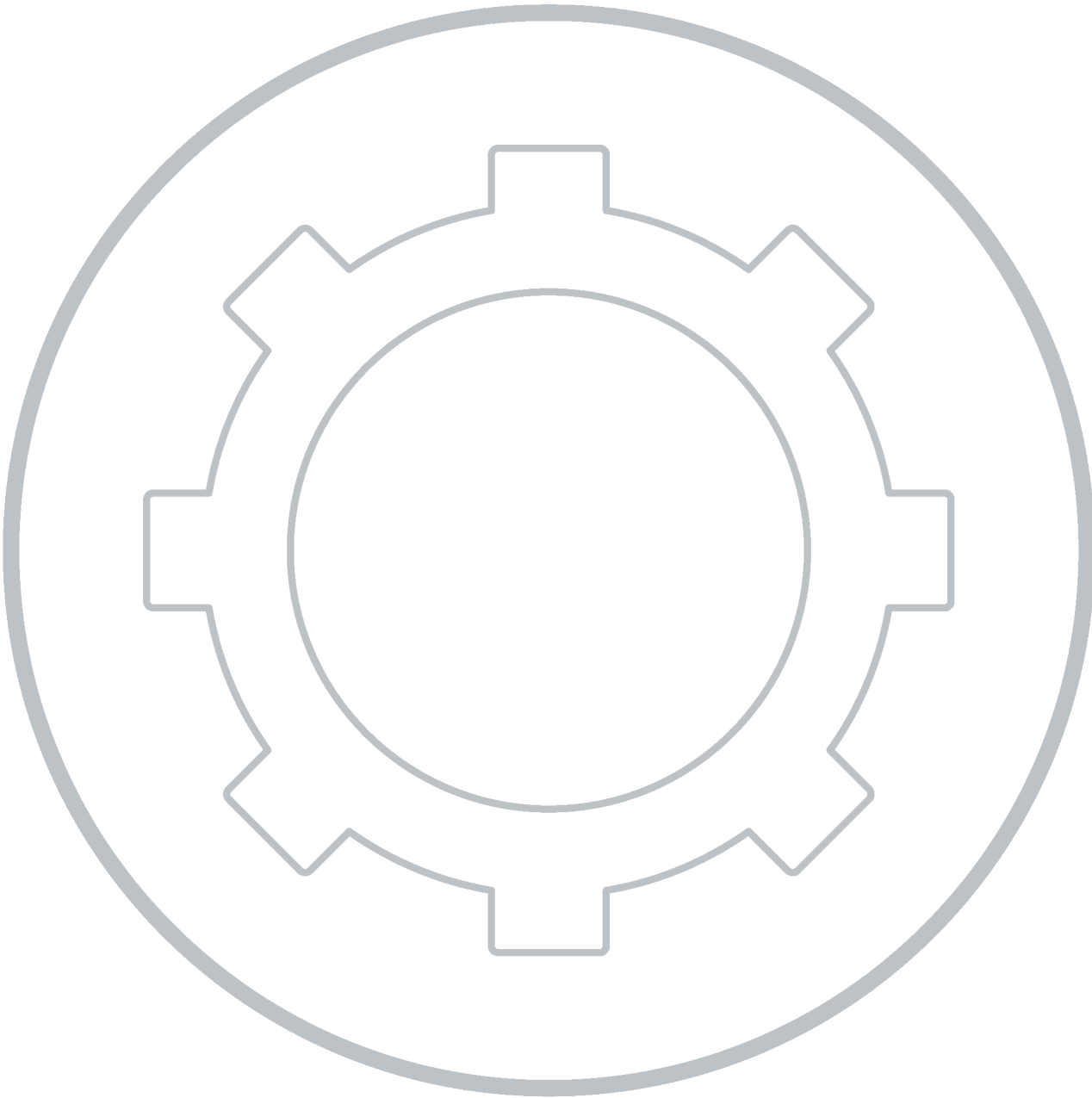
USER

Life Stage:



CONCLUDING





# Wrap-it up-Romit

## PROFILE:

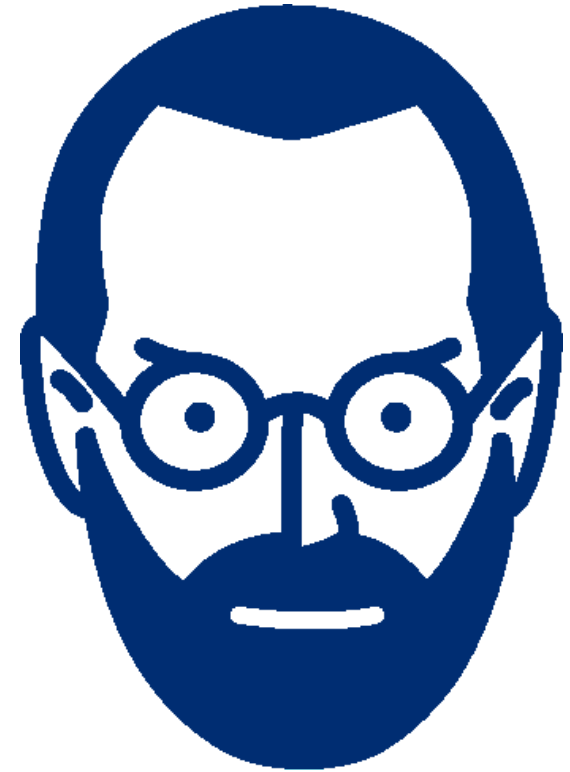
Wrap-it-up Romit is an accomplished father in a stable relationship/marriage. He has a few children who are all starting to mature in their own ways, and he and his partner feel confident that they have met their family planning objectives. They still have a healthy sex life, but don't want more kids. They want to focus on raising the children they do have and create a stable, happy home for them.

### MOTIVATIONS

Additional children may negatively impact their ability to provide the kind of life they want to give their existing children.

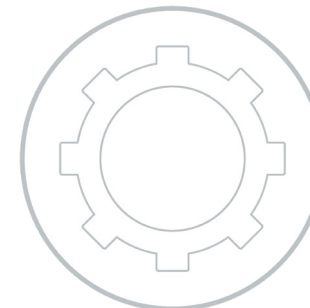
### BARRIERS

Romit may not yet be at a place where a vasectomy is his preferred choice, but his partner doesn't want to take contraception anymore, and they are discussing his potential sterilization due to a lack of other viable options.



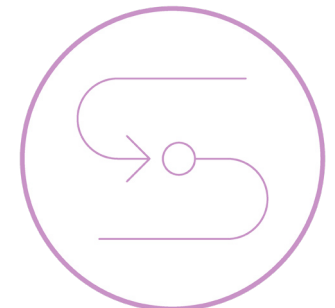
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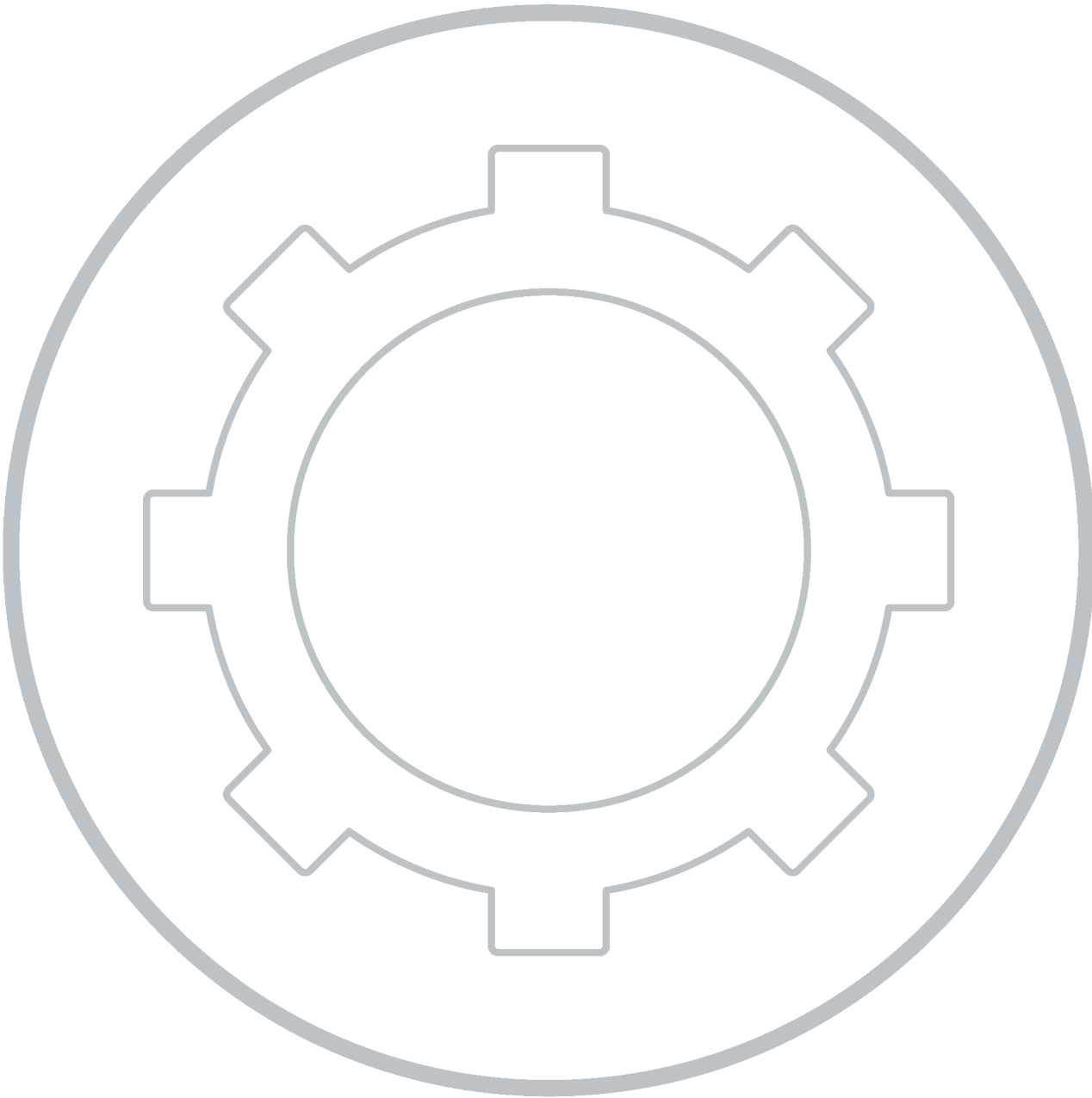


USER

Life Stage:



CONCLUDING



Name:

**PROFILE:**

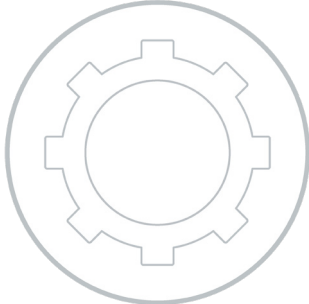
Write a biography:

Draw the Persona

**MOTIVATIONS**

**BARRIERS**

Stakeholder Group:



USER

Life Stage:



CONCLUDING