**Proto-personas:**

**Susan, 25**

Works for a charitable foundation

Environmentally conscious

Behaviours:

Well organised

Curious

Likes to plan journeys in advance

But would also enjoy the ability to try new routes to/from work and in her free time.

**John, 31**

Meteorologist

Works for the BBC Weather Service

Behaviours:

Meticulous

Enthusiastic presenter

Would like to have access to temperature data in order to enhance his weather reports.

**Sarah, 27**

Seismologist

Works for a US government agency which records and compiles data on earthquakes in the continental US and other countries.

Behaviours:

Dedicated, with strong attention to detail.

Requires detail on locations and intensities of earthquakes in order to help predict future occurrences.

**Philip, 38**

Town Planner

Works for a council group involved with planning transport grids for new towns to be built.

Behaviours

Strong on organisation and visualisation.

Would like access to transport and transit detail in order to plan future town projects.

**User Needs:**

As a cyclist, I would like to be able to have a list of cycle paths and routes in the city where I work. I would also like to have access to bicycling route information.

As a seismologist, I would like to be able to view a set of displays which can show me the locations and intensities of earthquakes at a set of locations I specify.

As a meteorologist, I would like to be able to view a set of displays which shows temperature data across a range of locations.

As a town planner, I would like to be able to access a set of displays which show intensity and volume of traffic flows in any city specified. I would also like to be able to view a display of the public transit network in any city specified.

**User Journeys**

User action: access the root of the website

System response: take the user to the Home page

User action: user selects a HeatMap layer and coordinates from the Home page

System response: creates a Map display corresponding to the required specifications