



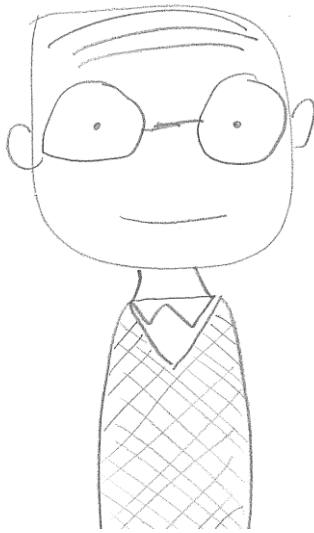
THUNDERSTRUCK

User Personas



February 23, 2017

We Build Things



Message Receiver Dwight: Professional

Possible professions: police officer, ambulance driver, truck driver, salesman, business chain owner

Age Range: 27-50

Usually out of the office

Works a typical work day (8AM-5PM)

Tries to stay connected at all times

Would like to receive notifications on his phone (iPhone or android) as the priority

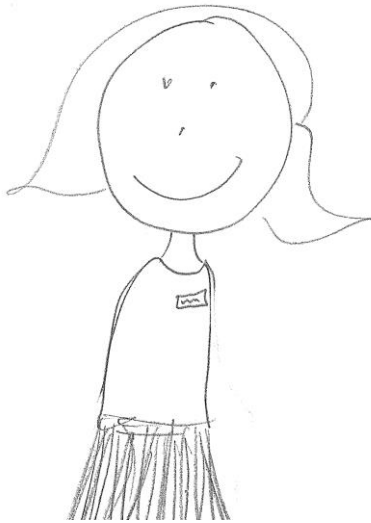
Would also like to receive notifications on his personal computer via email or browser

Dwight would be a frequent user of the system.

Dwight is always going somewhere and would like to know if his current location or next destination will be impacted by a natural disaster.

Receiving notifications of occurring natural disasters will help Dwight predict the traffic response and will

help him determine which routes to take to arrive at his destination on time.



Message Receiver Danielle by the Desk

Possible Professions: teacher,
judge, financial analyst, manager,
software developer, secretary,
receptionist

Age Range: 27-50

Works a typical work day (8AM-5PM)

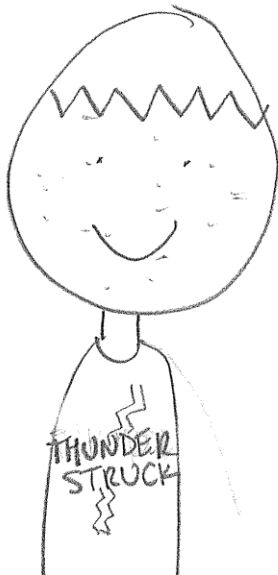
Always in the office building but is away from her PC for periods of time throughout the day due to meetings or client interactions

Infrequent User, connected but not always checking for notifications

Would prefer to receive email notifications because her PC is always on and connected

Danielle usually stays in one place for most of the day. She does not want many notifications on multiple devices.

Danielle wants to be able to easily monitor her profile and notifications while she is on her computer during her work day.



Message Receiver Charlie the Child

Tech Savvy

Highly frequent user

Mobile Notifications

Age 8-20

Charlie's parents forced him to enroll in the application to make sure he is notified in case of a natural disaster occurring near his location

Charlie is most likely going to register his location via GPS

Charlie always has his cell phone (iPhone or Android)

Charlie wants notifications that do not require sound or wants to be able to put notifications on vibrate because he is usually in class so his phone is usually on vibrate or on silent.

Charlie will also use the system to track locations he would like to go to on the weekends with his friends



Message Receiver Vanessa Vacationer

Vacation Activities: Sailor, hiker, mountain climber, beach goer

Likes to explore California

Age 25-50

Vanessa enrolls in this application because she is closer in proximity to natural disasters

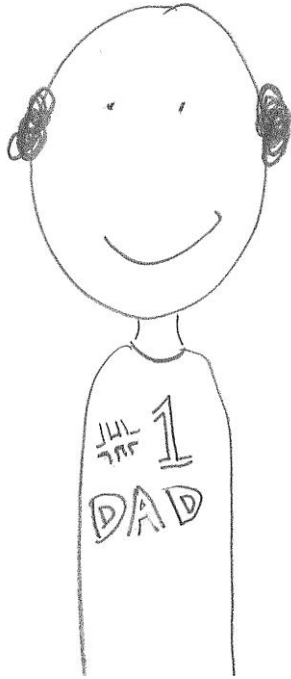
Vanessa likes to pack light and does not bring her PC or tablet with her on her trips (iPhone or android only)

Vanessa is most likely near mountains, rivers and hills, which means she has inconsistent service

Vanessa is constantly on the go and is going to register to use the GPS service

Vanessa wants to be connected to her phone only in case of an emergency, so she is an infrequent user

Vanessa wants to receive updated notifications because she is at risk of being directly impacted by a natural disaster



Message Receiver

Fred the Father

Parent

Age 35-55

Has children

Could be a stay at home parent

Could work in office or at home

Fred has children and has learned to be patient; he will be a patient user

Fred constantly worries about the safety of his children

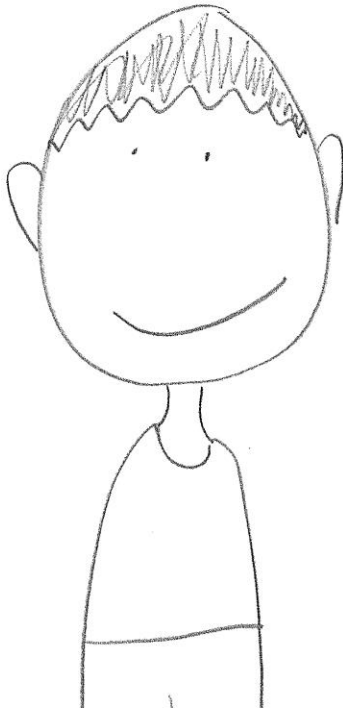
Fred wants to track the locations of his kids so his profile will contain many addresses

Fred will frequently use the system to stay updated on his family's locations

Fred wants to have a visual (a map) of areas impacted by natural disasters to make sure his kids are safe

Fred want to receive updates on his mobile devices, specifically his tablet or iPad

Fred is highly likely to force his kids to enroll



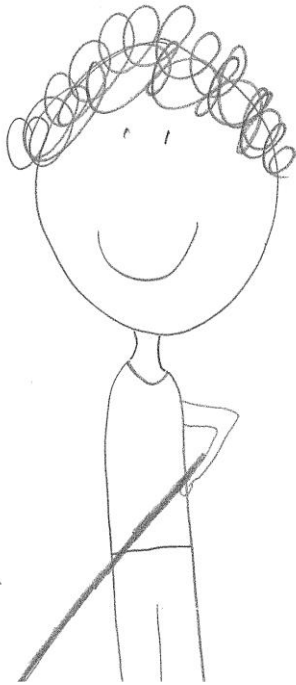
Message Receiver Don the Deaf User

Any age

Don wants to stay informed but his hearing is impaired.

Don wants a system that will send him visual notifications and vibrating notifications

Don does not want audible notifications because he cannot hear them



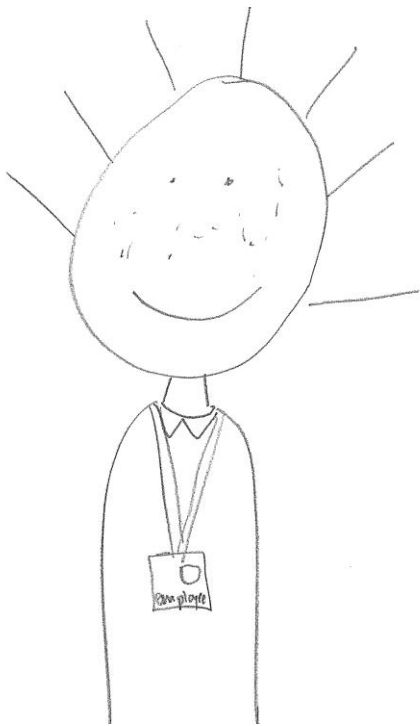
Message Receiver Bob the Blind User

Any age

Bob wants to stay informed but his vision is impaired.

Bob wants a system that will send him audible notifications and vibrating notifications

Bob does not want visual notifications because he cannot hear them



Notification Administrator Adam the Admin

Frequent User

Works typical work day (8AM-5PM)

Always reachable via smartphone

(iPhone or Android)

Adam will need to be proficient in the entire system

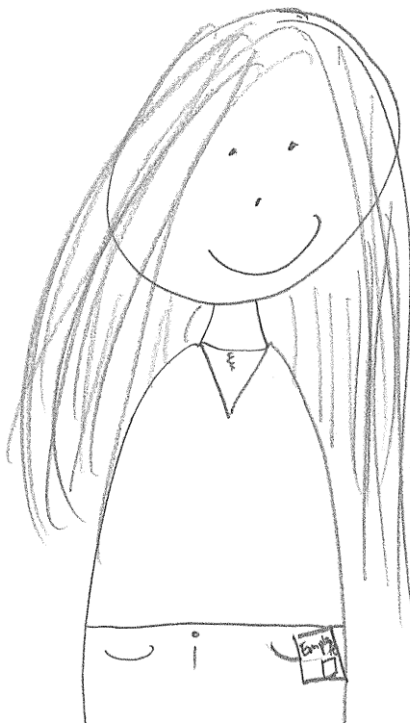
Adam will need to have access to the whole system

Adam will need to review reports provided by the Analyzer

Adam will need to be in contact with the Sender and the Monitor

Adam will be a frequent user to make sure that the system is working correctly

During the work day, Adam will use his PC to access the system



Message Monitor Marisol the Monitor

Frequent User

Works typical work day (8AM-5PM)

Always connected (PC or Smartphone)

Marisol will need to monitor the statuses of notifications

Marisol will frequently use the system to track notifications

Marisol will need to be in contact with the Sender to know when and approximately how many notifications were sent

Marisol will need access to specific data to generate reports regarding the statuses of sent notifications

Marisol will need to receive live updates of notification statuses

Marisol will access the system on her PC during the work day but will need to access the system either on her personal PC or her smartphone when she is out of the office



Message Sender

Sally the Sender

Frequent User

Works typical work day (8AM-5PM)

Always connected (PC or

Smartphone)

Sally will need to send notifications to impacted users

Sally will frequently use the system to send notifications

Sally will need to be in contact with the Monitor to keep track of notifications sent

Sally will need access to the system when a natural disaster occurs

Sally will need to receive updates of new users entering impacted area (users using GPS service)

Sally will access the system on her PC during the work day but will need to access the system either on her

personal PC or her smartphone when she is out of the office



Notification Analyzer Abe the Analyzer

Frequent User

Works typical work day (8AM-5PM)

Abe will need access to the system's internal user data and information (sender name/id, notification location etc.)

Abe will always be connected to the system but will use the data after the notification data has been collected

Abe will generate a graph showing the data from the Sender and the Monitor

Abe will conduct an analysis along with the graphs in his reports

Abe will send his reports to the Notification Administrator

Abe will access the system on his PC during the work day but will need to access the system either on his personal PC or his smartphone when she is out of the office