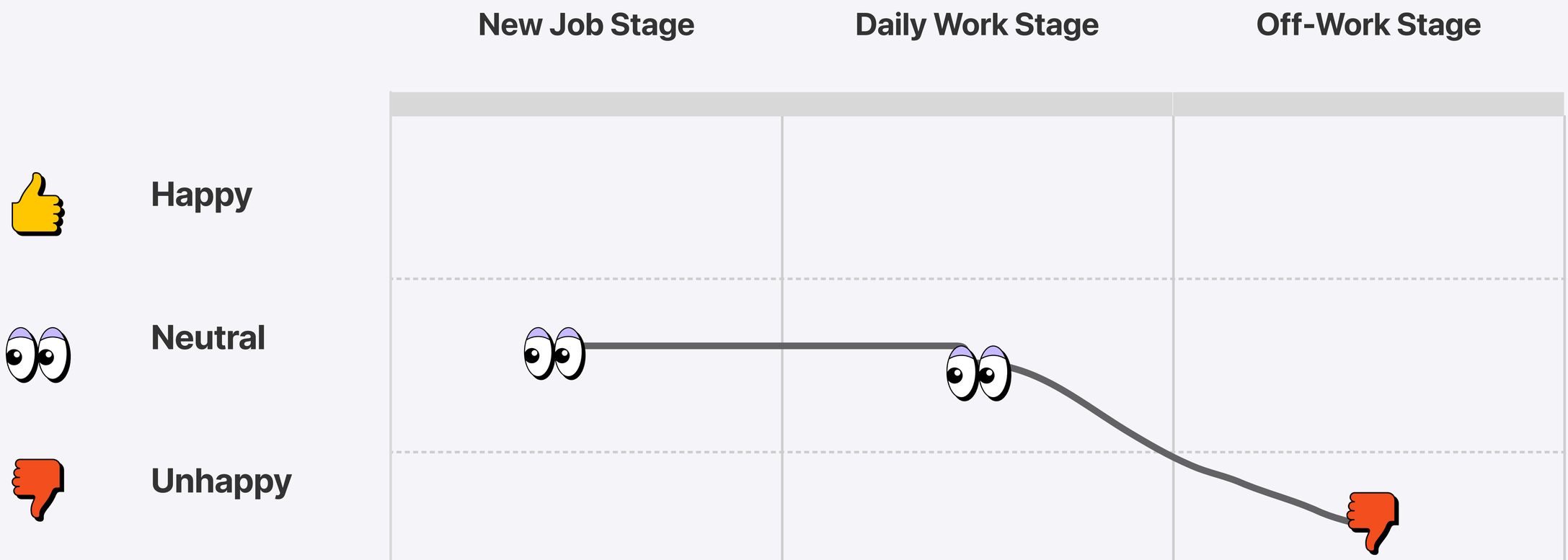

	New Job Stage	Daily Work Stage	Off-Work Stage
Goal	**Understand health and safety risks for a new role**	**Prevent mosquito bites and disease transmission effectively each workday**	**Avoid spreading diseases like Zika to family and partner**
Actions	• Searches online for general safety information about his job • Attends workplace orientation	• Applies repellent before going to job sites according to product directions • Checks weather forecast	• Follows basic precautions but lacks clarity on when to get tested or use protection
Thoughts	• Wants to stay safe but lacks details on prevention relevant for daily work • Hopes employer provides guidance	• Finds generic repellent guidance frustrating • Wants specific recommendations tailored for his routine and environment	• Worried he could transmit Zika without realizing • Wants explicit testing and transmission guidance
Pain-points	• Employer training lacks disease-specific risks • Does not receive alerts based on work location	• Lacks alerts on disease-specific outbreaks near work • Unsure how often he should reapply repellent during shift	• Misses tailored recommendations on when to get tested • Use protection after higher risk workdays.