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GEOG 575

Final Project Proposal

**Persona and Scenario**

**Persona:** The target use for our final project, the Forest Fire Visualizer, would be a member of the general public. The goal is for this webmap to be a tool that the general public could use to become educated on forest fire-related topics, especially fire management and personal responsibility. The map would allow the user to read about past forest fires, going back to the year 2000, visualize them on a map, and educate them about the causes of forest fires and how they can help prevent them. The user would not need to be an expert in forest fires, as this is supposed to be an educational tool, but they would need to know how to use a web browser, use basic web map functionalities (zoom, pan, clicking on features to get popups, etc.). Here is a more detailed look at some key areas of the persona:

1. ***Education***: Since the target user is just a member of the general public, he may or may not hold a degree. In all likelihood, the user will not have a formal education in interactive mapping or forestry, but they will most likely be familiar with web maps and how to use them.
2. ***Experience:*** Similar to education, the user may or may not have experience in the fields of forestry, or fire management, or interactive mapping. The interface will be designed for a general audience that probably has some experience with web maps (google maps, apple maps, etc.).
3. ***Familiarity***: The user would ideally feel a high degree of familiarity, as we would want him to feel like he understands how to use the interface. Since the map will be for a general audience rather than a small group of experts, this should be easily achievable.

We will design a multi-layered interface that features more intermediate or advanced methods of analysis or visualization, in order to allow users to gain deeper insights, if they are so inclined.

**Scenario:** A hypothetical interaction session that might occur between a user and the web map is as follows: The user becomes aware of the map, maybe through a social media post about it, or maybe he knows about it some other way. When he gets to the web map’s page, his first goal might be to figure out what this map is all about and what he can do with it, so he will look around the page for a description of the map and its functionality. A description of the map will be easy to find, as it will be the first thing he sees in the information panel (on the left side of the page), or it might be in a splash screen that appears when the page is loaded the first time. After getting an understanding of the map, he will be able to do some basic interactions with the map, such as: panning, zooming in and out, and changing the basemap.

Once the user forms the intention of learning about individual fires, he can use a few actions to do so: filter the fires based on location, year, size, damage, etc., sequence through years to see all the fires of a given year, hover over fire polygons to see tooltips about each fire, or click a polygon to get more information. Ultimately he will want to click a polygon to see a full description of the fire, which will appear in the information panel, on the left side of the screen.