

# Ben L.



*Ben works full time as a financial analyst, father and he's an avid hiker.*

*"We're in the market for a new home in California, and I want to know if there are any environmental health and safety concerns around homes we are interested in."*

## About

Cares about environmental issues

The state of the environment factors in to decisions for him and his family

## Design Implications

Location-based data, down to the address

Env. data that would support the home purchasing process, including historical information

# Catherine J.



*Catherine is a busy stay-at-home mother of two.*

*"It's important for me to find out quickly and easily what environmental issues I should be concerned about right now."*

## About

Catherine is passionate about teaching her kids to protect the environment

Her kids are very fair-skinned and both have allergies—it's important for her to be aware of air quality every day

## Design Implications

Get information to her fast—via phone is best.

Help her understand what matters about the data she receives. What does it mean? How does she protect her family?