

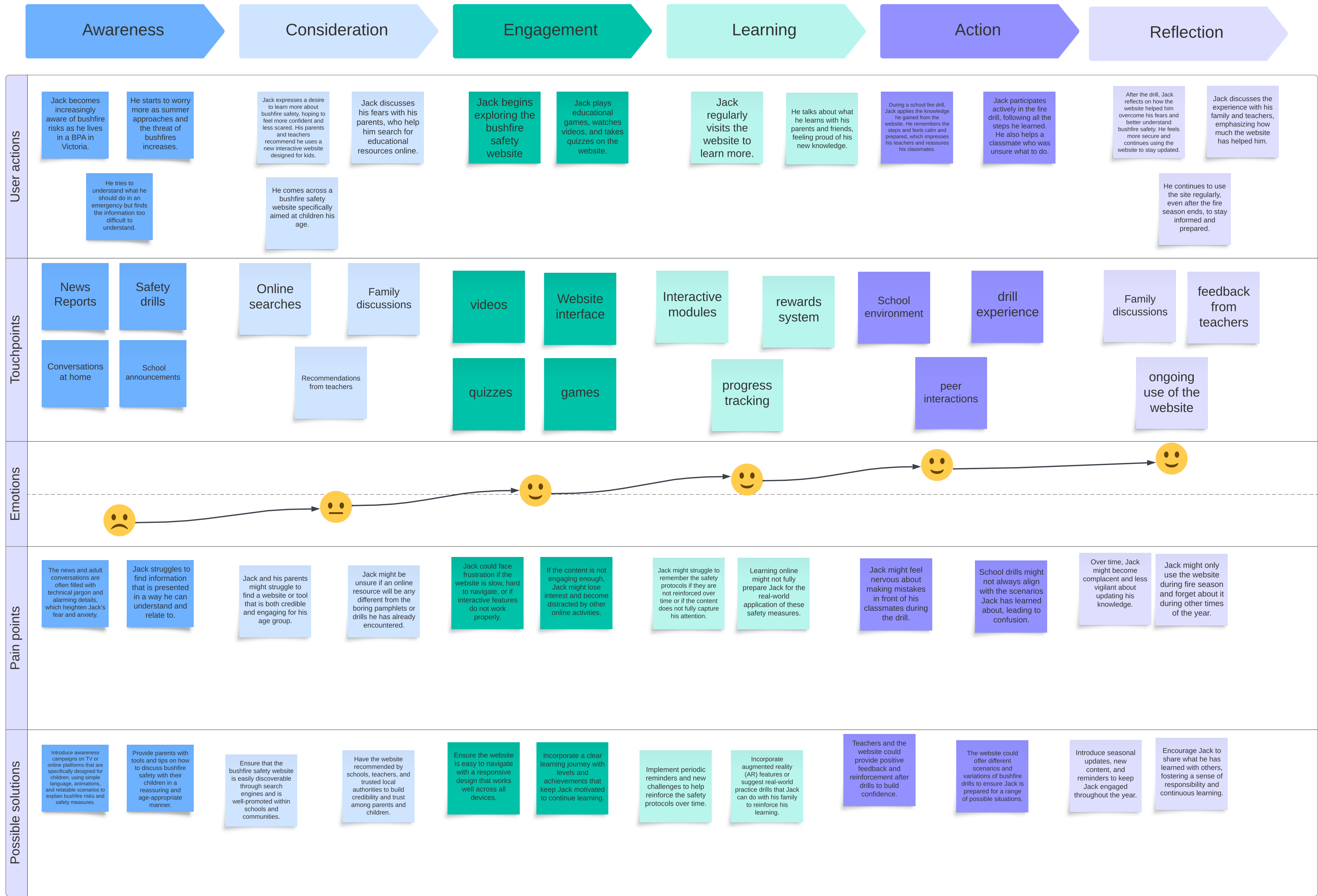
Background

Persona:

Jack is a 10 year old boy living with his parents and younger sister in a house surrounded by bushland in Victoria. He attends a local primary school and has a keen interest in nature, animals, and exploring the outdoors. Jack often goes on weekend hikes with his family and is familiar with the sounds and sights of the Australian bush. His family has lived in the area for years, and they have experienced a few minor bushfires in the past, which has made them very aware of the risks.

Scenario:

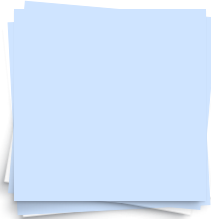
Jack struggles with understanding complex and abstract bushfire safety information, which makes him anxious about his ability to stay safe during an emergency. He finds traditional safety lessons boring and hard to relate to his own environment, leading to a lack of engagement and interest. His fear of making a mistake in a high-pressure situation, combined with a feeling of powerlessness due to his dependence on adults, leaves him frustrated and overwhelmed. Jack needs engaging, clear, and relatable content that empowers him to feel confident and proactive in bushfire safety.



Awareness



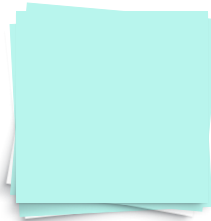
Consideration



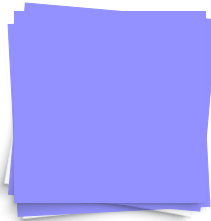
Engagement



Learning



Action



Reflection

