**Iteration 3 Personas**

**Persona 1**

Name: Jack

Age: 10

Location: Cann River, Gippsland, Victoria

Lifestyle: Active and curious young student, enjoys outdoor activities

Background: Jack lives with his parents and younger sister in a house surrounded by bushland in the Yarra Ranges. 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.

Challenges: Jack is aware of the dangers posed by bushfires but finds the information he has been taught at school and home to be a bit boring and hard to relate to. The technical language and abstract concepts make it difficult for him to fully grasp what he should do in a real emergency. He gets anxious whenever he hears about bushfires in the news, especially during the hot summer months.

Goals: Jack wants to learn how to stay safe during a bushfire in a way that’s engaging and easy to understand. He enjoys interactive games and videos that make learning fun, and he wants to feel confident that he knows what to do if a bushfire happens near his home or school. Jack is looking for content that is relatable and age-appropriate, with lots of visuals and interactive elements that can help him feel prepared and less scared of bushfires.

Tech Use: Jack has access to a tablet and occasionally uses his parents' laptop for schoolwork and playing games. He is comfortable navigating websites and enjoys using educational apps that involve challenges, quizzes, and rewards. He prefers content that includes animations, simple explanations, and opportunities for interaction, such as clicking on objects or answering questions to progress in a game.

Motivations: Jack wants to be a bushfire safety "expert" among his friends and family. He is motivated by the idea of earning badges or certificates for completing safety challenges on the website, which he can proudly show off to his classmates and parents. Jack also wants to ensure his family, especially his little sister, stays safe during the fire season, so he’s eager to learn as much as he can in a way that’s fun and memorable.

Pain Points / Frustrations: 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.

**Persona 2**

Name: Laura

Age: 36

Location: Cann River, Gippsland, Victoria

Lifestyle: Laura is a primary school teacher and a mother of two young children. She moved to Gippsland with her family after her town experienced a bushfire. She is deeply involved in her community, particularly in activities that promote bushfire safety and education as she wants to make sure that her children, students, and wider community are prepared for another bushfire.

Laura previously lived in Kinglake, a town within a Bushfire Prone Area in Victoria that was severely impacted by the 2009 Black Saturday bushfires. After experiencing the traumatic effects of the bushfires firsthand and witnessing the devastation to her community, Laura moved to Cann River in Gippsland to seek a safer environment for her family. However, knowing that her new area is also at risk, she remains deeply motivated to ensure her family and students are better prepared for future emergencies.

Motivations: Driven by her past experience of losing her home and seeing her community struggle to recover, Laura is passionate about equipping her children and students with practical bushfire safety knowledge. She is determined to help them not only understand the dangers of bushfires but also develop the confidence and skills to act quickly and safely in an emergency.

Goals: Her primary goal is to ensure that both her children and her students are not only aware of the dangers of bushfires but also equipped with the knowledge and skills to respond effectively in case of an emergency. She seeks resources that can be seamlessly integrated into her teaching curriculum and shared with other parents.

Pain Points:

Complexity and Accessibility of Information: Laura struggles to find bushfire safety resources that are suitable for children, finding that many existing programs are either too complex or not engaging enough for young learners.

Lack of Comprehensive Resources: She often has to use multiple sources to compile information that is age-appropriate and comprehensive, which is time-consuming.

Engagement: Laura finds it challenging to keep her students engaged with traditional safety drills and materials, which do not capture their attention or provoke their interest in the subject matter.

**Lotus Blossom**

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**Customer Journey Map**

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