User Persona 1

Curtis

Key Attribute

Add adjectives to describe this persona

- leader
- Community advocate
- Passionate about social and racial justice

Short Description

Add phrases to bring this persona to life

Curtis is a community member of the Charlottesville community. He wants to find out how lethal police force is distributed across geography and time. Furthermore, he wants to be able to distribute palatable data to other advocates across the country in order to reach a wider audience.

Needs

Add the persona's reasons for taking this particular journey

Curtis has always been involved in social justice issues and became involved in police brutality after the murder of George Floyd in 2020. His goal is to provide a dashboard for a wide audience of people as a way to encourage conversations around lethal police force. Ultimately, Curtis wants to spark creative thinking to resolve this issue.

Challenges

Add pain points or potential frustrations

- Curtis wants to make sure that the app is accessible to those with sight impairments such as colorblindness
- Curtis wants to make sure that the dashboard is easy to use for people with limited knowledge about technology so more people can participate in using this resource

Opportunities

Add ways that your product or service can address the pain points

The app will use a color palette that takes colorblindness into consideration and uses colors that have enough contrast for those with visual impairments can access the dashboard. I will also add patterns to some of the charts in order to assist with more visual differentiation for those that need it. Finally, the data table will have striped rows which assists the user with viewing all of the data.

The app will include small descriptions and header prompts to guide the user on how to use the app. For example, users will be told to select both a state and a city in order to view the data table. This will allow users with limited technology skills to confidently use the dashboard.

User Persona 2

Civilian Sandra

Key Attribute

Add adjectives to describe this persona

- advocate for racial equality
- wants a safe community
- believes the public and the police should work together

Short Description

Add phrases to bring this persona to life

Civilian Sandra is a member of the Charlottesville community and believes in the potential of racial equality and a non-violent police force. She works as a social worker and in her free time volunteers at the local boys and girls club. Sandra has lost family members to police brutality and works with many people who have been negatively affected by racialized policing practices.

Needs

Add the persona's reasons for taking this particular journey

Sandra wants to create a relationship with the police department in order to build trust that is necessary for effective policing. She wants the police officers to be held accountable for their violent and unacceptable behavior when interacting with members of the community. Sandra believes that the development of this app will serve as a way for civilians to track the history of police and community interactions.

Challenges

Add pain points or potential frustrations

- the app will not be accessible for people with limited technological resources
- The app will unfairly target police departments which will discourage any cooperation

Opportunities

Add ways that your product or service can address the pain points

This app will be accessible anywhere with a desktop and internet connection. Therefore, users who may not have these resources as home can access the dashboard at local community libraries.

The app will impartially display data through charts and data tables that demonstrate the distribution and history of lethal police force. Police departments should view this dashboard as a resource to hold each other accountable for unnecessary state-sanctioned violence.