



# CUSTOMER PROFILES

7/22/2020



## Jen

- Student at Purdue University.
- Wants to go on a summer trip with her friends.
- Uses POP to identify a safe place to visit and gains an understanding of policy specific to that region.



## The Thompson Family

- Family that wants to visit their elderly parents but does not know what the conditions of a state or county will be in the next week.
- Uses POP's COVID-19 forecast map to see how many cases there will be in Bartholomew County to predict covid conditions.



## Martha

-Notices her symptoms align with the those described in POP so she finds a testing center by typing her zip code into the app.





## Businesses

- Uses POP to show the measures their business is taking to prioritize health and safety.
- Pays POP to advertise their products and services.