



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.



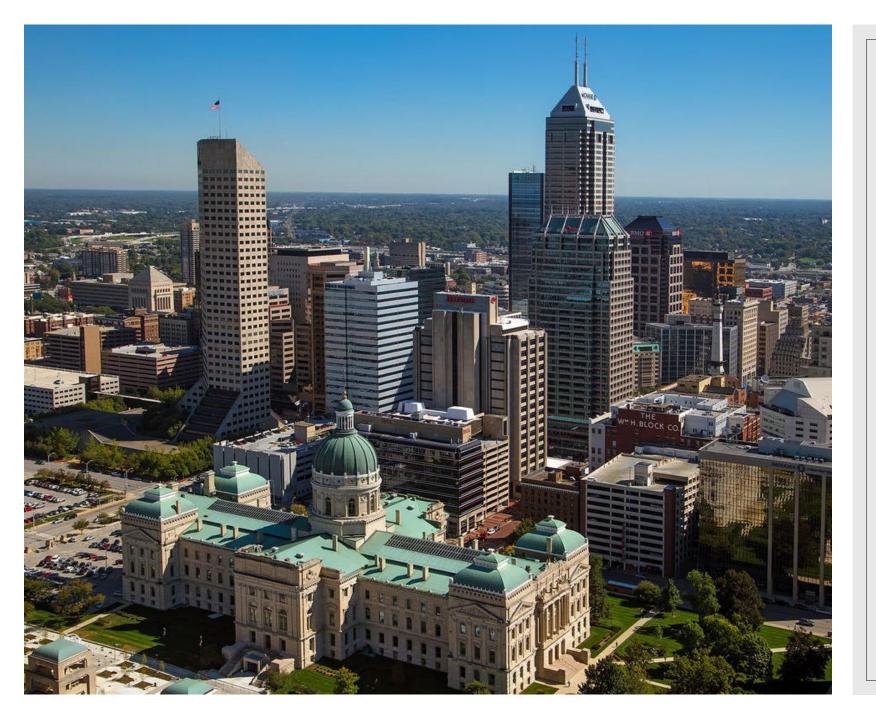
The Thompson Family

- 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.