Title: Generated Personas

Name	Jennifer McDonald
Age	75
Background	- Retired kindergarten teacher - Lives with partner in suburban area - Loves to read newspaper in the morning - Often does gardening and grocery shopping during weekdays - Goes to church on Sunday - Her area is less prone to bushfires
Wants & needs	- Wants to be aware of nearby bushfires - Prefers simple and easy-to-understand interfaces - Appreciates clear, concise instructions - Prefers text to be larger so she can read it more clearly
Frustrations & challenges	- Fine or small text is hard for her to read - she does not like having to move close to a screen to make out what it says - Annoyed when instructions or websites don't get straight to the point, are unclear, and/or ambiguously worded ("don't beat around the bush") - Existing apps are too hard to navigate, have lengthy explanations, and are too ambiguous on what to do (no examples, just vague statements)

Figure 1: Elderly user persona

Name	George Ramison
Age	50
Background	- An experienced mechanic working in a car servicing and repairing centre. - He and his family live in a suburban area with a moderate risk of bushfires. - His smartphone is primarily used for basic calls and texts for contacting his clients and family. - He uses the camera and photo gallery when needed.
Wants & needs	- Prefers apps that let him get to where he needs to go fairly quickly and with few steps - Prefers simple navigation and making it easy to move around or go back, as he can get lost as he often leaves his phone and returns many minutes or hours later - Needs straightforward guidance and instructions on how to use apps and their features with minimal technical jargon and step-by-step instructions. - Wants information to be clear but still cover all the key points
Frustrations & challenges	- Apps with complex navigation (e.g. layers of menus) are confusing and frustrating as he loses his place and can't find his way around - He isn't familiar with what's conventional with technology, such as icons, what might be a button or a link, and technical jargon. If he encounters these, he either doesn't understand them or misinterprets them. - His limited digital skills mean he may not be familiar with common app interactions or conventions like signing up, logging in, or navigating through menus (e.g. knowing that if he wants to change something, he should go to the settings)

Figure 2: Low digital literacy user persona

Name	Andrew Wills
Age	58
Background	- A farmer living in rural Victoria where is prone to bushfires every year - Revolves around care and management of his animals (~ 50 - 80) daily - Regularly uses mobile phone to read local and international news
Wants & needs	- Needs timely and accurate warnings about bushfires - Wants easily accessible information on evacuation procedures and safe routes
Frustrations & challenges	- Due to the nature of fast-spreading bushfires, he often has delays in receiving critical notifications - As he lives in a rural area, he often faces poor mobile and internet connectivity - He struggles to find specific information within the other disaster management apps that address his unique concerns about evacuating his family and managing livestock during bushfires - During severe weather conditions, power outages may happen in his area and he would not be able to access app that requires internet - Doesn't hear enough about preparation (eg. cleanups around the house, planned burns in farm) throughout the year and before the fire season until it's too late

Figure 3: Rural resident user persona

Name	Isabella Jones
Age	21
Background	- Undergraduate university student - Major in Psychology - Lives in suburban area near Uni - Has Deuteranopia - a colour vision deficiency in distinguishing green and red - Cannot drive - Her area can be prone to bushfires in summer
Wants & needs	- Wants to stay informed of nearby disasters - Prefers apps with colour customisations
Frustrations & challenges	- Many apps use colour coding to convey information, such as indicating severity levels or types of alerts. Without the ability to perceive these colours accurately, she usually misses critical alerts or misunderstand their significance. - Often she has to rely on alternative visual cues (eg. patterns, text labels) to differentiate between different elements in the app. - Since Isabella cannot drive, she relies heavily on technology for transportation, communication, and information. Any issues with the app's usability or accessibility could significantly impact her ability to stay informed and safe during emergencies.

Figure 4: Colour-blind user persona