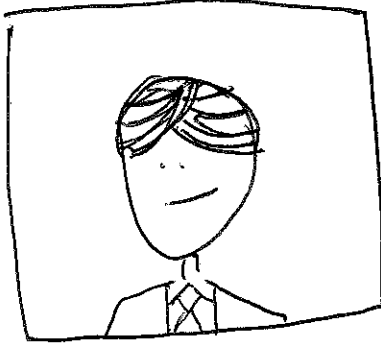


PERSONA #3: Gov't Policymaker



MARK SMYTHE
US House of Representatives
AGE: 48 Occupation: Policy-maker
(Lobbyist)
Location: DC

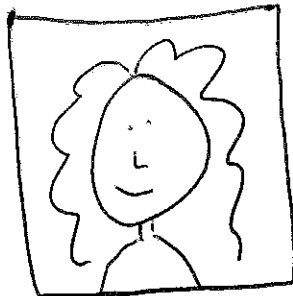
GOALS: a platform that allows him to research and discuss areas in need of policy/finances for new gov't programs associated with wildfire safety

- ~~some~~ to be able to view & discuss data in a very intuitive & simple way

FRUSTRATIONS:

- maps that are too small and difficult to use
- non-objective data & tools.

PERSONA #1: Member of ~~the~~ Gov't Agency



JESSICA CRAWFORD

US ENVIRONMENTAL PROTECTION Agency

AGE: 36 OCCUPATION: marketing Director

LOCATION: Raleigh, NC

Goals: to stay knowledgeable about trends & news about all things environment
to promote conservation & safety measures thru the EPA
to learn tips on prevention & how to spread awareness about forest fires

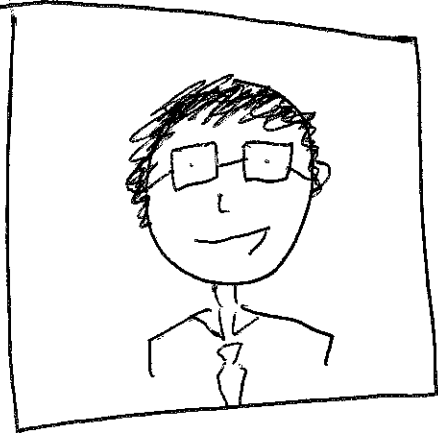
FRUSTRATIONS:

- cluttered & messy homepages (she hates most gov't websites)
- confusing maps because she uses a lot of those
- the inability to share info easily (via social media)
- sites that are NON-responsive.

Ideally...

- Jessica would come across the site while researching a new campaign on wildfire prevention
- She would be able to use the site's data for specific areas to add depth & reach to the platform
- She'd want the option to click around a map or type in specific areas around the world
- She would find shareable & understandable data to pass to other colleagues & policymakers

PERSONA #2: MEMBER of the Public



JEREMY BREVARD

High School Science INSTRUCTOR

AGE: 52 OCCUPATION: teacher

LOCATION: Seattle, WA

GOALS: to keep his students informed about actual environmental problems in the US

- to collect knowledge & resources about fire prevention
- to provide students with an interactive learning experience

FRUSTRATIONS: Websites that have too much gov't jargon & are diff. for high schoolers to engage with

- too many clashing colors
- multiple calls to action - likes simple, straightforward sites

Ideally... *potential journey*

- come to site (via link shared on FB/ok)
- click on diff regions of a map that show facts & stats about fires in those areas
- assign groups of students a region each that they can research & report on
- has ability to look at & compare data among different regions
- can find other links, tools, & resources for teaching about wildfire risks
- leaves site feeling informed