

Boulder 72: Personas & Scenarios

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Personas

Leif & Buffy

Leif Blauer is 34 years old, a transplant originally from Connecticut. He moved to Boulder in the 90s to attend CU business school. Leif worked for a successful technology start-up following graduation. He has since sold his shares for a significant amount of money and is currently working with a partner on a new startup idea.

Leif is married to a Boulder native, Buffy, and the couple have three year old twins. Leif and Buffy are active ultrarunners who spend a lot of time on Boulder's trails. Most of their social circle are also athletes or couples they met through the Paleo Parents Meetup they attend once a month.



Leif and Buffy own their own 2250 square foot house on Mapleton Ave, with another 15 years on the mortgage. They believe that they are relatively prepared for a disaster but don't spend much time thinking about it. They have owned iPhones since September 2007. Today, they mostly just use them for tracking their runs or staying in touch with friends through text messaging and Facebook. They own matching Subaru Outbacks.

Rob Smith

Rob Smith is a 35 year old project manager for Intel. He has a master's degree in Applied Physics from CU and an MBA. He is working towards furthering his project management qualifications. He moved to Boulder from Seattle in the early 2000s and owns his own Townhome and Toyota truck. He is an avid outdoor adventurer and fits the category of "weekend warrior" —escaping Boulder every Friday to head for the hills.



Rob is an active user of Technology, especially in the dating realm. He is active on all online dating sites and local meetups, and these comprise 99% of this social activity. He is a Type-A person and is very clean and always prepared. He has a very well kept gear storage room for his outdoor adventures and prides himself on always being ready for the next adventure.

Allie

Allie is an undergrad at CU. She is a junior with a double major in linguistics and philosophy. Like most CU undergrads, Allie is tech savvy but not really an early adopter. She came to CU from Oregon where she grew up in a working middle class family. She enjoys all of Colorado's outdoors, especially hiking and skiing, and tries to go on trail runs in the Foothills at least 3 mornings a week to stay healthy.

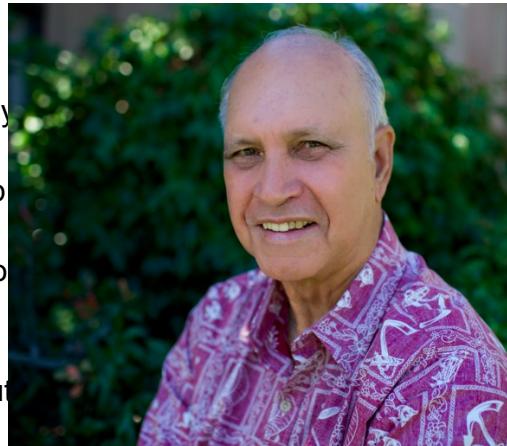


Allie (photo: right) and her 3 housemates (pictured) live near the creek, but not directly on it. They all have iPhones and personal laptops. All four housemates are juniors at CU. They met in the dorms Freshman year and have been close ever since.

Allie's house had some minor flooding in the basement which their landlords were immediately responsive too. Some classmates of Allie's however, were dramatically affected and Allie took them in during the flood. They have two couches in their living room and room on the floor for another two. Their friends were extraordinarily grateful that Allie and her roommates were so welcoming and eager to help out.

Bill

Bill has spent most of his life working in Boulder. He retired last year and has planned to settle down in Boulder itself. He lives alone in Boulder Canyon-his only family is his nephew Sam who lives in California. He is an absolutely non-techie person and has no relationship with the laptop or Internet whatsoever. On his last birthday Sam gave him an iPhone which he uses only to make and receive phone calls and doesn't even know what apps he has got. Social networking is almost an alien concept to him. He believes if he could live without technology for 55 years then he can easily spend the rest of his life without it. Bill has stayed in Boulder for nearly 30 years he thinks a disaster in Boulder is a "once in a blue moon" thing and there is no need to be overly concerned or prepared about. He also thinks in case of a disaster TV and radio are good enough to keep oneself updated.



Juan

Juan is a 54 year old Latino man who lives in South Boulder with his wife Henrietta. His parents migrated to the United States when he was a teenager. They found work in agriculture and manufacturing and Juan grew up in the Goss Grove neighborhood and attended Boulder High. He works at CU in student administration. Juan's children are grown and live in Longmont. His son works in technology and his daughter manages a craft brewery. Juan and Henrietta often visit their young grandchildren on weekends. They have a strong network of connections with friends, cousins, uncles, nieces and nephews who grew up in the area but everyone is so busy now, they don't get together as much as they used to. Juan uses his iPhone regularly and enjoys finding new apps, podcasts, and websites to share with his children.



Scenarios

Scenario 1 - Social Pressure to be Prepared

Before our App:

Leif cannot remember if the flashlights downstairs have new batteries in them. He and the kids used the flashlights last weekend for the backyard campout. He woke up and the idea crossed his mind, but he dismissed it. At 10 that evening, the power went out due to the flood that blew up the transformer in their neighborhood, and he finds he doesn't have batteries for the flashlight. He is all sorts of disappointed.

"Aw this sucks" - Leif

With our App:

Leif cannot remember if the flashlights downstairs have new batteries in them. He and the kids used the flashlights last weekend for the backyard campout. His phone rings in the morning with a message from Jon and he sees a picture of Jon putting new batteries in his flashlight, which reminds him that he should check the batteries. He finds the flashlight empty, and picks up new batteries on the way home from work. When the power goes out at 10pm, he feels smugly justified in his preparedness.

Scenario 2 - Sometimes apps aren't enough

Before our App:

Rob dies in the flood.

With our App:

Rob dies in the flood. Look, we can't design for everything.

Scenario 3 - Receiving Information

Before our App:

Bill is at home alone waiting out the floods. He tries to evacuate after the power goes out and he sees river rising. His car gets stuck as the rising creek water overruns the narrow road through the canyon towards downtown Boulder. He calls for help and has to be rescued by the Boulder Fire Department.

With our App:

Bill lives alone in Boulder Canyon. When the flooding starts, the power goes out. Bill normally relies on radio and tv news to receive public official information. Without electricity, these avenues are cut off. Meanwhile, CU and the Boulder OEM are distributing news and updates over Twitter and other forms of social media. Though Bill is not a member of Twitter, he did download the Boulder72 app at an event during Boulder Resilience week. He forgot about it

immediately and never even bothered to get it fully set up. But because it is on his phone he starts to receive push notifications with the information OEM has been Tweeting. He learns that individuals in his area should shelter in place and not try to self-evacuate. Bill waits out the flood safely.

Scenario 4 - Gamification

Allie downloaded the Boulder72 app after last year's flood. It became a common joke / activity to refer to Allie as the disaster preparedness expert after she took the lead on offering their warm/dry abode to their friends who were without homes during the flood. Allie made the best of a bad situation: organizing big family-style meals and coming up with 'refugee' games to help everybody stay calm and focused during the flood.

Allie took the role to heart and downloaded the app, filling out all of her basic information and always inviting her housemates and friends to get on the app. They all call her the disaster mother-hen because she has unlocked this badge within the app for inviting so many people to join the application and enter their preparedness information.

Allie is always using the app to 'ping' her friends, often in jest, but also in order to remind them to keep their app up-to-date with their emergency preparedness stock. As they are all each others contacts on the app, Allie can see in which areas of preparation they are behind.

Scenario 5

Juan is working on campus when the University authorities start evacuating the campus because of flood. It usually takes time for him to reach home in North Boulder, and with traffic and road closures due to flooding it may take longer. Meanwhile he is worried about his friends and family. Juan tries calling his children but can't get through to either of them. He's also not sure about his niece who is home alone in Longmont and 8 months pregnant. He remembers that he set up the Boulder72 app a few months ago and cajoled many of his friends and relatives into doing the same at a recent family reunion. With the press of one button he is able to send pings to all of his emergency contacts. Status updates start rolling in and before Juan even makes it home he is reassured that all of his loved ones are safe and sheltered.

Contribution Summary

We all worked as a team to develop the personas, scenarios and sketches during classtime. Kevin took the lead on finalizing the sketches; Sayani, Jennings, and Robert finalized the personas and scenarios.

Works Cited

1. Leif & Buffy Image:

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2. Rob Smith Image:
<http://www.zionadventures.com/ZBlog/canyoneering/stemming-an-essential-canyoneering-technique/>
3. Allie and her 3 housemates:
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