User Persona

Persona 1
Erica the
Epidemiologist

Key Attribute

- **Inquisitive/ investigative**
- **Curious**
- **Analytical**
- **Critical thinker**

Short Description

- **Studies the distribution of disease based on behaviors/patterns**
- **"I want to help people"**
- **"Why is this happening in this specific community?"**
- **"What can I do to help?"**

Needs

- **Interested in statistics and data analysis**
- **Enjoys helping people and the betterment of other's lives**
- **Needs something that can streamline data analysis process**
- **Understandable visuals to show to lawmakers**

Challenges

- **Does not know how to do advanced statistical analysis**
- **Does not know how to do predictive modeling**
- **Potential frustration: inability to change risk factors vs outcome variables → having the ability to customize and test diff options**

Opportunities

- **Could have a link to show what statistical and modeling is going on behind the scenes**
- **Could drag and drop the variables of interest within a dataset to predict**

- **Dashboard:** using the US national dataset on behavioral and SES on Preventable Hospital Stays aggregated across each county in every state

User Persona

**Persona 2
Mediocre Man**

Key Attribute

- **Average guy that works a normal 9-5**
- **Family-oriented**
- **Casual consumer of news/current events**
- **Middle-class suburban dad**
- **Peaked (in high school)**

Short Description

- **"I enjoy listening to NPR on my commute"**
- **"I love my kids and family"**
- **"I tolerate my job"**
- **"Have a background in finance"**
- **"I have a vague interest in public health"**

Needs

- **Likes keeping up with current events so keeping up with diseases going around**
- **Needs to have the dashboard be easy to interpret**
- **Needs something that can be easy to navigate/to use**

Challenges

- **Might not understand public health concepts**
- **Might not understand the statistical/modeling concepts (differs from epidemiologist because indifferent)**

Opportunities

- **Could have a link to public health concepts that are different from colloquial terms**
- **Since the dashboard is also for average people, the statistical concepts and modeling would have to be easy enough for people without a stats/data sci background would understand**