



Explorer Jack – Loves to hike around the US and has an interest in preparing himself for disaster in the wilderness.



Vegan Sarah – Prefers to eat fresh plants foraged herself from local sources to minimize impact on environment and animals.



Ranger Carl – A park ranger who can educate local schools about disaster preparedness, local medicinal plants, edible plants, and how to prevent panic

*Name:* Explorer Jack

*Description:* Loves to hike around the US and has an interest in preparing himself for disaster in the wilderness.

*Descriptor:* Jack is an enthusiast who does this as a hobby or to be prepared

*Who is it:* Jack is a 23 year old who recently finished his degree in fisheries and wildlife. He loves to spend time camping and hiking outside and often brings family or friends along. He finds it important to be prepared for the worst while enjoying his backpacking excursions.

*Goals:* Jack thirsts for adventure and experiencing new things. He loves to travel and spends most of his time hiking along trails. He wants to eventually travel throughout the United States on foot.

*Attitudes:* While Jack has high aspirations, he realizes that he must become more knowledgeable about the regions he travels to. It could take years for someone to be educated well enough on a particular region in the United States, but now all that information is readily available. Jack can say "I want to hike the Appalachian Trail", then navigate to that region on the website and receive valuable information that could be critical to his survival.

*Behavior:* Jack isn't very tech savvy since he'd rather be spending time outdoors; however, he recognizes the wealth of information that is available to him. In the past, Jack would google search "plants in the Appalachian mountains" or "what should I do if I run out of food" or other similar queries, and find the results too confusing and hard to read. Furthermore, Jack wants something he can print out to put in his first aid box if he needs it, and sometimes the information he found was not concise enough. He'll find that the website is easy to use and has clear, concise information. This simplicity of the website design will entice Jack to use it over alternative sources of information

