**Ein Bild, das Menschliches Gesicht, Person, Lächeln, Porträt enthält.

KI-generierte Inhalte können fehlerhaft sein.NAME**

Sandra Meier, 45  
Lives in Solothurn, Solothurn  
Works part-time in a bakery. Enjoys a peaceful life with her husband and two school-aged kids. Loves light local history and gardening.

**DESCRIPTOR**

Not deeply into history, but enjoys small surprising facts about her country’s past. Sandra wants things to be easy to understand and emotionally engaging. Her interest grows when she sees connections to her everyday life.

**QUOTE**

"I’m not a history buff, but I love those little facts that make you go: ‘Really? That happened here?!’”

"I just want us to be more ready next time. Like... if we knew this stuff happened before, maybe we’d have been less confused when COVID hit."

**WHAT ATTITUDE?**

* Curious, but casual learner
* Doesn’t like being overwhelmed
* Prefers content that feels human and local

**WHAT GOALS?**

* Feel more connected to Swiss heritage
* Understand past events in a way that helps her family today
* Be able to explain these stories to her kids or friends

**WHO IS IT?**

* Lives in a mid-size town, not very tech-savvy
* Uses Facebook, YouTube, and local media
* Trusts relatable voices and clear visuals over institutions
* Likes to learn passively through media she already consumes

**WHICH BEHAVIOUR?**

* Watches short historical videos if they show up in her feed
* Skims articles with maps, visuals, or strong headlines
* Likes to share posts that make her feel “in the know”
* Avoids academic or long-form, text-heavy resources

**WHAT WORKS WELL / FRUSTRATIONS**

👍 Likes:

* Infographics, human stories, clear takeaways
* Relatable content with emotional appeal
* Simple, respectful explanations

👎 Frustrations:

* Academic tone, too much technical jargon
* Complex charts without guidance
* Websites that feel overwhelming or “not for her”

**POINT OF VIEW / EXPECTATIONS**

* Wants to understand the past in a way that *helps* the present
* Believes learning should be easy and respectful
* Gets emotionally invested when content feels local and personal

**FAST OR SLOW DECISION MAKER?**

* Slow, unless something emotionally clicks
* Needs curiosity, relatability, or social proof to engage

**FACTS OR EMOTION?**

* Emotion first, then she’s open to facts
* Visuals and stories trigger her interest
* If she feels moved, she’s more likely to remember and share it

**TRENDS / MINDSTYLES**

* Nostalgia and local pride
* Post-COVID awareness of health history
* Growing interest in meaningful, trustworthy information

**FUNCTIONAL / EMOTIONAL / EXPRESSIVE BENEFITS**

* Functional: Understands history without needing a PhD
* Emotional: Feels more connected and less helpless
* Expressive: Loves sharing smart, surprising facts with others

**Ein Bild, das draußen, Person, Kleidung, Gras enthält.

KI-generierte Inhalte können fehlerhaft sein.NAME**

Lukas Steiner, 27  
Lives in Bern, recently finished a Master's in Environmental Sciences. Works at a nonprofit focused on sustainability and health. Passionate about systemic thinking, health equity, and societal resilience.

**DESCRIPTOR**

Lukas is part of a younger, informed generation that values knowledge to drive change. He actively seeks content that connects science, society, and history. He wants to learn from past pandemics not just to know *what happened*, but to understand *why* — and how we can build more resilient systems.

**QUOTE**

*"I don’t just want stories—I want patterns. What worked, what didn’t, and how do we make smarter decisions next time?"*

*"History is only useful if we learn from it. I want to help build a culture that doesn’t forget — and doesn’t repeat the same mistakes."*

**WHAT ATTITUDE?**

* Critical thinker, curious, purpose-driven
* Likes connecting data to societal change
* Prefers structured, well-researched content with clear sources

**WHAT GOALS?**

* To understand historical pandemics in context: data + decisions
* To apply those lessons to modern health and policy challenges
* To share insights with peers, colleagues, and followers

**WHO IS IT?**

* Digital native, multilingual, comfortable with English/German/French sources
* Follows global and local health researchers on Twitter, LinkedIn, Substack
* Engages in forums, shares resources in Discord/Slack groups
* Likes deep-dives, podcasts, infographics, and short documentary formats

**WHICH BEHAVIOUR?**

* Looks up academic or credible sources to back up claims
* Follows the trail from charts to papers to historical decisions
* Gets excited by connections: e.g., “How the 1918 flu led to public health reform”
* Skims news but saves longer reads for weekends or commutes

**WHAT WORKS WELL / FRUSTRATIONS**

👍 Likes:

* Visualized data over time (e.g., mortality trends, mobility maps)
* Clear methodology, well-annotated charts, timeline comparisons
* Narrative that connects past pandemics to climate, migration, politics

👎 Frustrations:

* Over-simplified, feel-good content that lacks depth
* Poorly cited claims or vague generalizations
* Historical content that doesn’t address structural issues

**POINT OF VIEW / EXPECTATIONS**

* Wants content to be transparent, trustworthy, and relevant
* Looks for critical analysis, not just storytelling
* Expects content to acknowledge complexity, not just offer easy answers

**FAST OR SLOW DECISION MAKER?**

* Medium-speed: Curious by default, but dives deep before forming conclusions
* Often bookmarks content to revisit later or discuss with peers

**FACTS OR EMOTION?**

* Facts first, but emotionally triggered by injustice, inequity, or poor decisions
* Emotion adds urgency, but facts drive his action and sharing

**TRENDS / MINDSTYLES**

* Systems thinking, sustainability, global health, slow living
* Post-COVID distrust in institutions mixed with DIY learning culture
* Desire for interdisciplinary thinking (history, science, policy)

**FUNCTIONAL / EMOTIONAL / EXPRESSIVE BENEFITS**

* Functional: Gains multi-layered understanding to inform action
* Emotional: Feels empowered and less anxious through knowledge
* Expressive: Builds credibility in peer groups by sharing thoughtful insights