**PERSONA 1**

**NAME**

Henri Hagenmüller

**DESCRIPTOR**

Curious history enthusiast seeking knowledge on pandemics in Switzerland.

**QUOTE**

"Understanding the past helps us make sense of the present. I want to learn how pandemics shaped our history and what we can take from that."

**WHO IS IT ?**

**Age:** 41

**Location:** Zurich, Switzerland

**Job Title:** Senior Marketing Specialist

**Personality:** Inquisitive, analytical, open-minded

**Background:**

* Has a general interest in history and science but no formal education in epidemiology.
* Enjoys reading non-fiction books and visiting museums.
* Follows news and documentaries about historical events.

**WHAT GOALS?**

* Wants to understand historical pandemics in Switzerland without needing a scientific background.
* Interested in trends and patterns rather than raw data.
* Wants clear, visually appealing, and engaging storytelling rather than complex charts.
* Seeks reliable and credible sources but prefers an easy-to-digest format.

**WHAT ATTITUDE?**

* Believes history is a valuable tool to prevent mistakes in the future.
* Thinks pandemics are a relevant topic, especially after COVID-19.
* Hopes for interactive, engaging content rather than long academic texts.
* Wants straightforward explanations with visual support.
* Prefers comparisons between past and present to make history feel relevant.
* Found the project via a news article or social media.
* Wants a quick yet informative experience.

**WHICH BEHAVIOUR?**

* Scrolls through the website in short sessions (5-10 minutes).
* Clicks on visuals and summaries before reading longer sections.
* Shares interesting findings on social media.
* Clear visuals that show key trends without needing deep analysis.
* Concise, engaging narratives that connect data to real-life impact.
* Interactive maps/timelines that allow her to explore information quickly.
* Overly technical language or too much jargon.
* Overwhelming datasets with no clear explanation.
* Lack of historical context—wants explanations beyond just numbers.

***Which Trends, mindstyles or other indicators are applicable for this persona?***

* *Part of a growing trend of casual learners who consume educational content online.*
* *Prefers story-driven content rather than pure data visualization.*
* *Values credibility and accessibility in online resources.*
* *Enjoys data storytelling formats, such as those used by the New York Times or National Geographic.*

***How important are functional, emotional, expressive benefits***

*Functional: semi important*

* *Easy-to-understand and visually engaging data.*
* *Reliable, well-researched information.*

*Emotional:important*

* *Feels connected to history and empowered with knowledge.*
* *Gains a sense of perspective on past and present pandemics.*

*Expressive:really important*

* *Enjoys sharing interesting facts with friends and family.*
* *Likes to feel well-informed in discussions about pandemics and public health.*

***Fast or slow decision maker? Why, how can you tell?***

*Slow:*

* *Consumes content at her own pace, revisiting interesting parts.*
* *Wants digestible insights, not instant answers.*

***Decisions made on facts or emotion? Why, how can you tell?***

*Both:*

* *Seeks factual information, but narrative and visualization help her absorb it.*
* *Engages more with content that tells a compelling story rather than just presenting data.*

**PERSONA 2**

**NAME**

Tanja Gärtner

**DESCRIPTOR**  
Epidemiology researcher seeking historical data for comparative analysis.

**QUOTE**  
*"Understanding past pandemics provides critical insights into public health responses and epidemiological trends. Data visualization makes it easier to detect patterns and inform future research."*

**WHO IS IT ?**

**Age:** 35

**Location:** Basel, Switzerland

**Job Title:** Epidemiologist & Public Health Researcher

**Personality:** Analytical, detail-oriented, methodical

**Background:**

* Holds a PhD in Epidemiology and works at a research institute.
* Specializes in infectious disease modeling and historical epidemiology.
* Regularly collaborates with policymakers and journalists to translate research into practice.

**WHAT GOALS?**

* Looking for comprehensive, high-quality data to support research.
* Wants detailed historical datasets on mortality, morbidity, and regional differences.
* Needs accurate visualizations to detect trends and correlations over time.
* Interested in comparative studies between past pandemics and modern outbreaks like COVID-19.

**WHAT ATTITUDE?**

* Believes historical pandemics are essential case studies for modern epidemiology.
* Values data accuracy and methodological transparency.
* Hopes for well-structured, granular datasets rather than just summaries.
* Prefers interactive features to explore time-series trends.
* Expects data sources and methodologies to be well-documented.
* Searching for reliable historical data for academic research.
* Interested in visualizations that support hypothesis generation.
* Wants exportable datasets to integrate into his models.

**WHICH BEHAVIOUR?**

* Examines detailed visualizations and underlying datasets.
* Downloads datasets for further quantitative analysis.
* Reads methodology and sources before interpreting the data.
* Granular, well-documented datasets with clear methodology.
* Dynamic visualizations that allow comparison across years and regions.
* Ability to filter by factors like disease type, geography, and time period.
* Over-simplified visuals that lack depth.
* Inability to download raw data for further analysis.
* Missing information on data collection biases and limitations.

***Which Trends, mindstyles or other indicators are applicable for this persona?***

* *Follows the trend of data-driven decision-making in public health.*
* *Engages with academic networks, conferences, and research papers.*
* *Appreciates open-access data initiatives that promote transparency.*
* *Prefers interactive dashboards over static visualizations.*

***How important are functional, emotional, expressive benefits***

*Functional: very important*

* *High-quality, structured data for epidemiological research.*
* *Tools to analyze historical pandemic trends.*

*Emotional: semi important*

* *Feels empowered by access to robust data.*
* *Gains confidence in using historical insights for policy recommendations.*

*Expressive:important*

* *Uses findings to contribute to academic discourse.*
* *Shares insights with students, colleagues, and public health officials.*

***Fast or slow decision maker? Why, how can you tell?***

*Fast decision-maker:*

* *Quickly evaluates whether the data is credible and useful.*
* *If key details are missing, moves on to other sources.*

***Decisions made on facts or emotion? Why, how can you tell?***

*Decisions based on facts:*

* *Relies on statistical rigor and empirical evidence rather than storytelling.*
* *Prioritizes data accuracy over visual appeal.*