**Persona 1: General Public – “Curious Citizen”**

**Name:** Anna Keller  
**Age:** 34  
**Location:** Bern, Switzerland  
**Occupation:** Communications Specialist  
**Education Level:** Bachelor’s degree in Communication  
**Digital Literacy:** High (comfortable with digital tools, websites, interactive content)  
**Knowledge of Epidemiology/History:** Basic

Works full-time in a communications agency. Lives with her partner and their dog. Enjoys weekend walks, browsing social media, and discovering surprising facts about Swiss history.

**Goals & Interests:**

* Wants to understand more about past pandemics and their societal impact
* Interested in learning from history, especially in light of COVID-19
* Curious about how her region was affected in the past
* Likes stories that combine human impact with data

**Pain Points:**

* Scientific reports often feel too technical or overwhelming
* Hard to connect historical data with real-life impact

**What She’s Looking For in the DataViz:**

* Clear explanations, simple terminology
* Engaging visuals that help tell a story
* Insight into what has changed over time and what it means today
* Option to explore data by region or time period if curious

**Quote:**

“I’m not a scientist, but I want to understand how pandemics shaped the past—and what that can teach us today.”

"It’s wild how history repeats itself. If we saw it coming before, why weren’t we better prepared?"

More detailed:

**DESCRIPTOR**

Not a history expert, but enjoys light, human-centered stories about Switzerland’s past. Anna is emotionally engaged by strong storytelling and visuals that are easy to grasp. She likes content that connects to current events or social issues she cares about.

**WHAT ATTITUDE?**

• Emotionally curious, likes digestible learning  
• Doesn’t want to feel dumb or overwhelmed  
• Prefers real-world relevance over academic deep-dives

**WHAT GOALS?**

• Understand pandemics in a simple, visual way  
• Feel more confident in conversations about history or science  
• Share surprising insights with friends or on social media

**WHO IS IT?**

• Urban dweller, digitally savvy but not academic  
• Uses Instagram, YouTube, and local Swiss news sites  
• Trusts content that feels human and accessible  
• Likes engaging visuals and short-form media

**WHICH BEHAVIOUR?**

• Engages with content she can relate to or apply today  
• Shares cool facts that connect past and present  
• Clicks on interactive maps or scroll-driven stories  
• Skips dense charts or long texts unless there’s a hook

**WHAT WORKS WELL / FRUSTRATIONS**

Likes:  
• Clean visuals, short explanations, emotional context  
• Content with a “Did you know?” vibe  
• Local relevance and simplicity

Frustrations:  
• Technical or academic language  
• Cold data without a human angle  
• Websites that feel like they’re made “for experts”

**POINT OF VIEW / EXPECTATIONS**

• Wants to connect history with everyday life  
• Believes public health info should be understandable for all  
• Gets drawn in by emotional or local angles

**FAST OR SLOW DECISION MAKER?**

• Slow to start, fast if emotionally engaged  
• Needs a personal hook or curiosity spark to dive in

**FACTS OR EMOTION?**

• Emotion first — visuals and stories capture attention  
• Open to facts if they’re well explained and don’t feel cold

**TRENDS / MINDSTYLES**

• Post-COVID curiosity about health and preparedness  
• Strong interest in relatable, bite-sized learning  
• Drawn to storytelling, infographics, and surprising facts

**FUNCTIONAL / EMOTIONAL / EXPRESSIVE BENEFITS**

• Functional: Gets quick understanding of complex topics  
• Emotional: Feels more informed and less confused  
• Expressive: Likes to share things that make her seem smart and socially aware

**Persona 2: Researcher – “The Analytical Academic”**

**Name:** Dr. Markus Frei  
**Age:** 47  
**Location:** Zurich, Switzerland  
**Occupation:** Epidemiologist and Associate Professor  
**Education Level:** PhD in Public Health  
**Digital Literacy:** Very High (uses data analysis tools, academic platforms)  
**Knowledge of Epidemiology/History:** Advanced

Professor of Epidemiology and Public Health. Leads a research group focused on health system resilience. Enjoys mentoring students, hiking, and reading long-form historical analyses.

**Goals & Interests:**

* Looking for historical data to support comparative studies
* Interested in long-term epidemiological trends and transitions
* Curious about regional differences and mortality trends
* May want to download raw data or export visualizations

**Pain Points:**

* Oversimplified visuals without sources or underlying data
* Lack of access to granular data
* Poorly designed dashboards with limited filtering options

**What He’s Looking For in the DataViz:**

* Accurate, well-sourced data with clear methodology
* Detailed charts (e.g., time-series, heatmaps)
* Ability to drill down into specific cantons or timeframes
* Contextual narrative that complements the visuals without dumbing them down

**Quote:**

“I need clarity and depth. If the visuals are sound and the data reliable, this could become a valuable academic resource.”

"It’s not enough to say what happened — I want to know *why* and how it shaped policy."

More detailed:

**DESCRIPTOR**

Markus is deeply invested in understanding health systems through time. He values data-rich, transparent visualizations that highlight long-term patterns. He sees history as a tool for improving decision-making and public preparedness.

**WHAT ATTITUDE?**

• Critical thinker, evidence-driven  
• Appreciates context and nuance  
• Wants complexity to be respected, not flattened

**WHAT GOALS?**

• Compare historical and modern health responses  
• Use past data to inform teaching and research  
• Share well-structured insights with academic and policy communities

**WHO IS IT?**

• Highly educated, multilingual, academic digital user  
• Active on Twitter, LinkedIn, and academic networks  
• Prefers dashboards, raw data access, and timelines  
• Reads reports, journals, and trusted publications

**WHICH BEHAVIOUR?**

• Downloads datasets, filters by region/timeframe  
• Cross-checks sources, prefers reproducible visuals  
• Looks for structural explanations and longitudinal insights  
• May use visuals in lectures, papers, or workshops

**WHAT WORKS WELL / FRUSTRATIONS**

Likes:  
• Time-series graphs, annotated data, historical context  
• Tools that allow comparisons across time and regions  
• Connections to policy, health equity, or public communication

Frustrations:  
• Oversimplified messages or vague storytelling  
• “Clickbait” visuals without substance  
• Lack of methodological transparency

**POINT OF VIEW / EXPECTATIONS**

• Expects honesty about data limitations  
• Wants to see how historical knowledge can guide today’s systems  
• Appreciates when visuals strike a balance between clarity and depth

**FAST OR SLOW DECISION MAKER?**

• Medium speed: Quick to engage, slow to conclude  
• Will revisit strong content, especially if it’s useful for teaching or publications

**FACTS OR EMOTION?**

• Facts first — but moved by structural injustice or public unpreparedness  
• Emotion is secondary, but respected when used responsibly

**TRENDS / MINDSTYLES**

• Public health communication, resilience, systemic analysis  
• Interdisciplinary approaches: history, medicine, sociology  
• Interested in the public value of academic research

**FUNCTIONAL / EMOTIONAL / EXPRESSIVE BENEFITS**

• Functional: Gains high-quality insights and resources  
• Emotional: Feels empowered by accessible, accurate history  
• Expressive: Shares visualizations to raise awareness and improve education