**Persona 1: The Dedicated Nurse**

**Name:** Lea Hitzenberger

**Descriptor:** A frontline nurse turned pandemic history enthusiast

**Quote:** *“COVID-19 changed everything—how we see health, how we prepare for crises. I need to understand past pandemics to help prevent future ones.”*

**Who is it?**

Lea is a 38-year-old nurse working in a public hospital in Zurich. She had always been dedicated to healthcare, but the COVID-19 pandemic intensified her interest in epidemiology, public health policies, and historical pandemic responses. She actively reads about past pandemics and even participates in local health initiatives.

**Goals**

• Learn about historical pandemics to understand healthcare system failures and improvements

• Advocate for better preparedness and crisis management in hospitals

• Educate younger nurses on past pandemics and their impact on modern healthcare

**Attitude**

• Open-minded but pragmatic

• Science- and evidence-driven

• Frustrated by misinformation and lack of preparedness

**Behavior**

• Engages with medical history documentaries, books, and research papers

• Actively participates in healthcare discussions online and offline

• Attends workshops or lectures about public health crises

**Trends, Mindstyles, or Other Indicators**

• Follows medical historians and epidemiologists on social media

• Engaged in professional nursing organizations

• Interested in technology that helps in pandemic prediction and response

**How Important Are Functional, Emotional, and Expressive Benefits?**

• **Functional Benefits:** Very important – needs clear, well-researched data and applicable knowledge

• **Emotional Benefits:** Moderate – she wants reassurance that her work matters but prioritizes facts

• **Expressive Benefits:** Less relevant – she doesn’t seek personal expression through her interests

**Fast or Slow Decision Maker? Why?**

• **Moderate to fast decision-maker** – She is used to making quick decisions in a hospital setting but takes her time when analyzing historical trends and research.

**Decisions Based on Facts or Emotion? Why?**

• **Facts-driven** – Her medical background makes her rely on data and evidence. She cross-checks sources and trusts expert opinions over personal feelings.

**Persona 2: The Archivist Historian**

**Name:** Philippe Berger

**Descriptor:** A historian specializing in public health crises

**Quote:** *“History repeats itself, but only if we fail to learn from it.”*

**Who is it?**

Philippe is a 55-year-old historian and archivist based in Geneva. He specializes in Swiss history, with a particular focus on how societies have handled past pandemics. His work includes curating exhibitions on historical disease outbreaks, writing books, and consulting for museums. COVID-19 reinforced his belief in the importance of archiving public health responses for future generations.

**Goals**

• Preserve and document pandemic history for academic and public understanding

• Raise awareness about past pandemics and their influence on modern policies

• Bridge the gap between historical knowledge and contemporary decision-making

**Attitude**

• Analytical and detail-oriented

• Skeptical of simplified narratives; values complexity

• Passionate about educating the public through historical records

**Behavior**

• Conducts extensive archival research on past pandemics in Switzerland

• Writes articles and books about public health history

• Collaborates with museums, universities, and government institutions

**Trends, Mindstyles, or Other Indicators**

• Advocates for historical literacy in public discourse

• Supports digital archiving and the preservation of pandemic-related records

• Interested in interdisciplinary approaches combining history, sociology, and medicine

**How Important Are Functional, Emotional, and Expressive Benefits?**

• **Functional Benefits:** Very important – seeks accurate, well-documented historical information

• **Emotional Benefits:** Moderate – feels a deep responsibility toward historical preservation but doesn’t let emotions drive his conclusions

• **Expressive Benefits:** Somewhat important – wants recognition for his work in preserving history

**Fast or Slow Decision Maker? Why?**

• **Slow decision-maker** – As a historian, he takes time to verify sources and ensure accuracy before forming conclusions. He values depth over speed.

**Decisions Based on Facts or Emotion? Why?**

• **Facts-driven** – His profession demands rigorous research and evidence-based conclusions. He is skeptical of emotionally charged narratives that lack substantiation.