User Persona 1– Praggnya Kanungo

Persona 1
Praggnya Kanungo
Age 18

Key Attribute

Key attributes for Praggnya include that she is very kind and empathetic and is a very sharp observer. Being a sharp observer lets her take things seriously and the empathy in her causes her to dig deeper in to causes she cares about. She is a very hard working and proactive person and this can seen with her involvement around UVA, with her extracurriculars and volunteer activity. She is also an activist for Climate Change and works to reduce her Carbon footprint everyday. These are very important key attributes of Praggnya.

Short Description

Praggnya is a person with very advanced thinking; she's always thinking ahead, no matter what it is. Often thinking ahead is what causes her to work towards causes she cares about sure as climate change and loss of vegetation. Apparent from this intellectual aspect, Praggnya is actually also a very creative person. She loves colors and this is evident with the aesthetic she choses to have everyday. She uses art to express her creativity. She's an engineering and this is evident in her personality as well, and she's always trying to solve problems around her. Because of this, her problem-solving skills are also commendable.

Needs

Praggnya really needs some sort of an user interface that will help her communicate her passion for causes she works for, especially for climate change which is caused for excess CO_2 emissions. Therefore, a dashboard that clearly shows the increase of CO_2 Emissions by different countries over time would aid her in her cause and work towards fighting climate change. She is someone who would value a straightforward and clear design, that is minimalistic and does not cause the user to have to hunt for or figure out anything. She needs intuitivity and would really want the interactive features to be something that make her and other users she will reference to see the data provided by the dashboard clearly. Clarity is key for her.

Challenges

Because Praggnya values clarity and intuitivity, she also really values aesthetics, which is clearly because she is an artist herself. Clearly, she does not like any sort of excessive clutter and would not like a dashboard to overwhelm her with the amount of things on it at once. However, this part will be a challenge because CO_2 emissions data for so many countries over so many years will mean that any graphs on the dashboard will be likely to have so much going on at once. This is a challenge the dashboard must try to overcome. Praggnya also really liked to customize things, so another challenge with the dashboard is that this dashboard should be customizable in the information it shows to some extent to make sure Praggnya likes it. Also, as someone who is passionate about Climate Change and working to decrease CO_2 Emissions, if this dashboard doesn't provide enough information or enough data about CO_2 Emissions for a variety of places in the world, she probably wont be very likely to use it for long .

Opportunities

Since Praggnya has a soft corner for aesthetics and color, this dashboard can try to utilize as many visual elements using a proper, consistent color pallet as possible. A good way to do this is to try to use a variety of graphs, colors in a properly planned and limited pallet, and font sizes. In fact, doing this doesn't only make the dashboard more aesthetic; more graphs and widgets give more opportunity for making the dashboard more interactive which goes hand in hand with Praggnya's preference of making things customizable. Creating interactive graphs on the dashboard would make Praggnya more likely to use it because interactive graphs will have a visual appeal and will cater to her proactiveness, causing her to interact with the graphs more in order to learn more of CO_2 Emissions in different countries. Praggnya likes user-centric experiences that aren't very challenging to navigate and she would want data to be easy to understand and this can be done by utilizing a multitude of interactive filtering options that can be combined with a comprehensive dataset and interactive graphs.

User Persona 2– Shriya Dale

Persona 1
Shriya Dale
Age 18

Key Attribute

Important key attributes of Shriya include that she's incredible at using technology, very passionate about the environment, and also very proactive and determined to make change happen! She values learning about things like Climate Change and takes steps as a person to reduce her carbon footprint everyday by biking instead of driving. She's hardworking and proactive and loves to plant trees to help the environment. These key attributes are important in showing how a CO2 Emissions per Capita Dashboard would be of a personal importance to her.

Short Description

Shriya is an engineering student, just like Praggnya, and one of her key purposes in wanting to be an engineer to so she can work toward environment sustainability by developing products that help people reduce their carbon footprint. As she works through college, she wants to make her that her passion for fixing climate change stays in tact, and therefore she constantly seeks resources that remind her of the urgency of fixing climate change. Shriya wants to keep learning information that helps her work further towards her goal of environmental sustainability.

Needs

What Shriya really needs is an user interface that will clearly communicate the urgency to fight climate change to her anytime she uses it. This will help her keep her passion in tact and be more proactive and determined in her actions. However, in order for this interface to be of any use to her, she really for the visual appeal of this interface to be clear and organized. She would only want to see the things that clearly communicate information about CO2 data, and would not appreciate any unnecessary clutter or information on the dashboard. Along with that, she needs intuitive navigation will easy to interact with elements because she will likely be using this dashboard for information everyday.

Challenges

Something that frustrates Shriya often in her hunt for information is the lack of transparency in government data of CO2 emissions per capita. Unless one really hunts deeply, any surface level websites will usually only provide data that is limited to a few countries or to a small range of years. This makes it hard for Shriya to see drastic changes in CO2 emissions. Therefore, Shriya would like a dashboard that would show CO2 emissions per capita data for a multitude of countries, each for a multitude of years, that way she can properly analyze and see the data. Shriya prioritizes intuitive interactions with dashboards and wants the interactions to be easy and simple but provide her with a lot of information. This is a challenge the dashboard must overcome since it will indeed to difficult to work with huge dataset but make the interactions with it intuitive and simply; it is a challenging but not an impossible task.

Opportunities

To ensure that Shriya can get her learning information about CO2 Emissions Data fast, the dashboard must aim to be really easy and intuitive to use. This can be done by using a simple UI design, ensuring that there is not a lot of elements or information on single default page at once. Shriya is tech savvy and what this means is that the dashboard can cater towards her techie interests but optimizing interactivity. The dashboard can utilize widges for interactivity like dropdowns and sliders to interact with graphs. This not only caters towards her techie-ness but also allows the dashboard to achieve its goal of making sure there is not an overwhelming amount of information all at once, making it more intuitive and easy to understand and access. Clarity is definitely key for Shriya and interactivity in this case can be used to enhance clarity. By doing these things and seizing these opportunities, this dashboard will allow Shriya to keep her passion in tact and encourage her to take action for climate change everyday.