

Name: Martha Anderson

Descriptor: Public School Principal

Quote: "I love kids and want them to learn in a safe environment."

"As a highschool principal, I want to be able to read the descriptions of each incident, so that I can update my security protocols to make sure my students are safe"



Who is it?

Middle-Aged Woman, wears glasses, works into late at night

What Goals?

Keep the students in her school safe, make sure security protocols reflect and combat recently occurring events and trends, make sure she stays updated on the most common incidents in her area.

What Attitude?

Caring, Responsible, Dedicated to making sure she puts safety above all else. Does not support guns rights. Is horrified at the possibility of such an incident occurring. They strive to make their school as safe as possible so studying from past incidents she can make protocol decisions that may keep her students safe.

Which behaviour?

Most of their decisions are made on facts, as they are trusted by the entire school and thus they try to eliminate bias. However, her own personal emotions conflict when she tries to protect her own students. She is a fast decision maker as she wants to stay on top of things. A visual learner and always stays up to date. They are against having weapons in a school and will do anything it takes to keep them out.

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Name: Todd Barrow

Descriptor: Right-Leaning Politician

Quote: “As a right-leaning politician, I believe that there need to be changes for the safety of our children but we must first understand the real problem we have as a nation before we attempt to ban guns.”

Who is it?

Middle-aged and middle-class man who is originally from the rural south.



What Goals?

His motivator would be to keep specific guns from the hands of unfit citizens. Possibly introduce legislation to expand firearms rights while trying to find evidence to support such legislation.

What Attitude?

Cautious to radical change and a strong belief to first look at the facts to understand the root of the different problems in America. Supports and protects gun rights for his constituents in his respective district. Their ultimate goal would be to create a more right-leaning sentiment to gun rights and ownership in the United States.

Which behaviour?

He prefers to use facts in order to support his legislation and appeal to people of similar background. While he is using a service he will attempt to find the numbers as quickly as possible and provide his own context for those numbers or specific incidents. He is not exactly tech-savvy so a self-explanatory web page is much easier for him to navigate. He is a slow decision maker and does not easily change his mind on most issues. He does not believe that emotion should impact policy and will stick to the facts.

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Name: Arnold Smith

Descriptor: Gun Rights Activist

Quote: “Restricting private gun ownership would result in safer communities. ”

“As a gun rights activist, I want to be able to filter each incident by weapon type and victim number, in order to distinguish commonly used and dangerous weapons so that I can fight to ban them”



Who is it?

Early 20s, tech savvy, uses a lot of social media, politically correct, liberal, politically active, likes to go to marches and protests

What Goals?

Refine his search to analyze commonly used weapons and other dangerous trends so that he can come up with a proposal to ban certain weapons, he needs statistics to back up his proposals, willing to make his own visuals as long as he can export the specific data he needs. Preferably would like to limit the data to his own state, so that he can focus on fighting gun rights in his local area.

What Attitude?

Against Americans using guns and blames all the school shooting incidents on the increasing availability of weapons in the US. Their ultimate goal is to abolish all firearm use by civilians, but they know that this may be hard and so they want to start by getting rid of the more lethal weapons first. They are attracted to the site as it hosts a large array of information and it includes every incident in the past 50 years, so that they can effectively analyze trends.

Which behaviour?

This person is definitely a fast decision maker, they tend to make their decision based more on emotion than fact. However, they are striving to have more statistical information to support their claims. They are tech savvy and very in the loop, young and energetic but above all passionate to spread their message.

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Name: Cindy White

Descriptor: Educational Researcher

Quote: “I do research on effective educational methods teachers could adopt at school.”

“I want to create an environment where kids can learn effectively and safe.”



Who is it?

Ph.D. in educational studies.

Currently working at a university both teaching students and conducting research about current education issues.

What Goals?

Cindy is heartbroken by the school shooting incidents she sees in the news. She would like to develop an effective method that schools can apply to their education systems in order to reduce the number of violent incidents conducted by children.

What Attitude?

She is against gun ownership but also understands that it is a hard thing to accomplish in the United States.

She is currently conducting research on what factors lead children to school shooting and possible methods to reduce the numbers. She needs the dataset of the past incidents for that.

Which behaviour?

She thinks carefully before making decisions especially because her research could potentially affect many kids. She is a professional in her field and she knows well to make her decisions based on facts than emotions.

She teaches college students and is known as a very caring professor.

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