Emily holds a master’s degree in urban planning and public policy. With over 15 years of experience in urban development and policy analysis, she has worked for both governmental agencies and non-profit organizations dedicated to sustainable urbanization. Emily specializes in leveraging data to inform urban planning decisions and develop policies that promote inclusive and equitable development.

**Persona**



Name: Emily Chen

Profession: Urban Planner & Policy Analyst

Age: 40

From: London

**Scenario**

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| **Goals and Objectives**  Emily's primary goal is to create livable, resilient, and inclusive cities through evidence-based urban planning and policy formulation. She aims to address pressing urban challenges such as population growth, housing affordability, transportation accessibility, and environmental sustainability. Emily seeks to optimize urban infrastructure and services to improve the quality of life for all residents, especially vulnerable and marginalized communities  **Usage For**  **To Analyze Housing Situation**: Emily needs accurate data of different city’s population to understand the Housing situation of that area. Does that city need more new houses to build? After figure out that she come up with ideas for housing projects  **To Analyze Transportation Situation**: Comparing the population of the city with the current transportation system of that city, figure out whether or not the transportation infrastructures are enough or not if not plan more eco-friendly public transportation and infrastructures for that area.  **To Analyze Other Facilities**: According to the population, do they have enough schools, Hospitals, jobs, and other important stuff? She fights for policies that make sure everyone gets a fair shot, tackles inequality, and breaks down barriers for people who've been left out. | **Personality**  Empathetic, collaborative, strategic, adaptable, and driven by a strong sense of social justice and sustainability.  **Frustration**   * Need to search different source for data. Want everything on from same platform. * Most of them are not user-friendly.   **Tools she use**  Emily is proficient in GIS software (e.g., ArcGIS, QGIS) for spatial analysis and mapping. Data visualization tools (e.g., Tableau, Power BI) to analyze population data, generate insights, and communicate findings to diverse stakeholders. |
| **Motivation:**  Emily is motivated by the opportunity to shape urban environments that are inclusive, resilient, and sustainable. She believes that effective urban planning and policy interventions can enhance the quality of life for all urban residents, promote economic prosperity, and mitigate the adverse impacts of urbanization on vulnerable communities and the environment. | |