User Persona: Candace Flynn

Key Attributes
- Diligent
- Caring
- Teenage girl

Needs: Candace is looking for an app that lets her know where squirrels are usually located at at Central Park. She wants interactive features to learn more about their daily habits.

Short Description: Candace is a teenage girl living in New York. She stars in the hit T.V show Phineas and Ferb. She often finds herself trying to “bust” her brothers by revealing their projects to her mom. She also has a hit song “(S.I.M.P) Squirrels in My Pants”

Challenges: Candace has a fear of squirrels. She was walking through the park one day and struggled to get two squirrels out of her jeans. She wants to be able to get rid of this fear but she doesn’t want to go to the park where there is a big population of squirrels

Opportunities:
My app allows anyone to view an interactive map of recorded squirrels in Central Park. The interactive map shows the latitude, longitude, and specific Hectare ID (section of the map). Users are able to select sections of the map for more investigation.

User Persona: Sandy Cheeks

Key Attributes
- Inquisitive
- Scientific
- Adventurous
- Enthusiastic nature

Needs: Sandy is looking for an application that can help her in understanding her demographic distribution. She is scientific so she wants to be able to see the raw data as well to make her own research.

Short Description: Sandy is a brilliant squirrel from Texas who lives under the sea in "SpongeBob SquarePants." She's known for her exceptional problem-solving skills and her interest in science and technology, which she uses to navigate her unusual underwater home. Sandy is always up for a challenge and loves to learn new things.

Challenges: Sandy Cheeks is not surrounded by species like her, so she does not know much about squirrels. She plans to move to New York to be surrounded by more squirrels but she wants to be prepared.

Opportunities:
The dashboard can support Sandy's research by offering in-depth data visualization tools that allow her to monitor and predict behavioral patterns and changes in the squirrel population. It has a bar chart featuring age and location as well as pie charts showing the sounds they make in the morning vs night. The dataset is also shown next to the bar graph, allowing her to make her own assumptions.