

Persona template

City of Westminster

Location: London, UK

Background: High income, with considerable urban density mixed in with small-sized green spaces and a few large parks

Goals and motivations

- Improve existing open spaces
- Consider the possibility of adding more open spaces
- Improve and expand tree canopy cover

Lifestyle

Residents are generally high-income, but there are also considerable populations of middle-income, low-income and students, across different age levels (City of Westminster, 2018).

Nature of work

Borough of Greater London, with responsibilities that include greening and development and maintenance of open spaces.

Experience and training

A large organisation with employees with different skills and experiences

Environment

Highly urbanised and well-connected, with small green and open spaces sprinkled throughout.

IT skill level

Advanced, with experience in using sophisticated applications for city management purposes

Attitude towards technology

- ☒ Great – it's easy to use and saves me time
- ☐ I like it but it often falls short
- ☐ I don't like it but I have to use it

IT equipment

Desktop computers, personal laptops, mobile phones, etc.

How will this person use the web site?

This organisation can use the GreenStreet app to examine how they compare to other boroughs within Greater London when it comes to tree canopy cover and open spaces, especially boroughs with similar environments (i.e., City of London), and make decisions regarding those two factors accordingly.

Key tasks

1. Examine the proportion of open spaces and canopy cover
2. Compare to other boroughs with similar characteristics
3. Make an informed decision about if the borough could accommodate more open spaces and tree planting