

Personas:

Persona 1: Fiona Smart, caretaker

Name: Fiona Smart

Descriptor: A woman working from her parent's house and caring for her mother who has contracted COVID-19 and is currently hospitalized.

Who is it? Fiona is an only child with two aging parents, and she returned from Fargo, ND where she attends university to her parents' house in Ann Arbor, MI when quarantine started. Her mother is in good health and doesn't present any associated underlying conditions, however, she is over 60 and may have to be put on a ventilator soon, something her care team is considering carefully, given the level of intrusion of the procedure.

What attitudes? She wants to know what the possible chances there are for her mom to survive and is mainly interested in recovery rates. She sees the site as a clear, easily-usable site for people without a strong background in statistics or data science who want more information about the COVID-19 situation in the United States.

Which behavior? Fiona has been feeling overwhelmed by the amount of data and data visualization models that have come up since the beginning of the pandemic. She's most interested in data that would be relevant to her mom's case and is trying to stay optimistic even though her mom's case is touch and go. Because she's trying to stay positive, Fiona is not only interested in case rates in Michigan and North Dakota (which would also affect her being able to return to school) but also in instances of recovery specifically. In efforts to feel productive, she makes hand-made face-covering masks and would like to donate them to local hospitals and therefore is also checking nearby hospitalization rates to see which hospitals might benefit the most.

Persona 2: Dr. Sarah Washington, an epidemiologist at the MN Department of Health.

Name: Sarah Washington

Descriptor: Dr. Sarah Washington, MD, MPH is an epidemiologist who has worked with the MN Dept. of Health for almost ten years. She is working remotely and living in Minneapolis, and her work is primarily focused on supporting rural areas in the state.

What attitudes? Even though metropolitan centers like New York City, New Orleans, and other big cities were hit hard and quickly early on in the virus, recent evidence suggests

rising per capita rates among rural populations across the country. Given lower access to ventilators, hospital beds, as well as potentially less motivation to take preventive measures due to lower initial incident rates, when the virus does reach rural counties they are more likely to be hit harder from a per-capita standpoint. Therefore Dr. Washington is interested in looking at data from other states with largely rural populations. Although Dr. Washington uses far more sophisticated models in her work, a clear interface that feels intuitive for users who don't normally work with data or computer modeling is useful when communicating with rural health centers working on community outreach.

What behavior? Again because Dr. Washington is very literate in the large number of models circulating around Covid-19, she is familiar with the numbers and the trends generally. However, she wants a site that is easily accessible by others who are not as familiar with the data. Therefore, in testing out this site she is looking for a clean and simple interface that presents the data in a way that is understandable but still accurate and provides any necessary background information without oversimplifying numbers, trends or condescending to users. Additionally, she would like to break down the numbers by state, in order to see the trajectories of other states with large rural populations in order to examine the relative effectiveness of various public health measures.