

To: Professor Robert Pastel and Professor Stefka Hristova

From: Team Dead Birds

Subject: User Personas

Date: February 2, 2016

Purpose: The purpose of this memo is to describe the ideal use scenarios using our two previously created personas, Dr. Smith and James Anderson.

Primary Persona Use Scenario:

Dr. Smith wants to view bird mortality rates on the West Coast and compare them to mortality rates in upper Michigan. She opens the web application on her laptop, and is able to access collated data on bird mortality rates in the West Coast region. She decides to filter out all the non-expert reviewed data points as well. After collecting her data from the app, she goes to view data that has not been expert verified yet. Since she is registered as an expert in the field, she goes through and reviews several submissions, checking them for accuracy.

Secondary Persona Use Scenario:

Mr. Anderson is out driving when he spots a dead bird on the side of the road. He pulls off, opens the web app, and logs a bird mortality event, providing the size of the bird, the speed limit of the road, a rough description of the area around the road, and takes several pictures of the bird. He is unable to identify the species of bird, so he selects the option for unknown species, and submits his report.