IAR
Dashboard Redesign

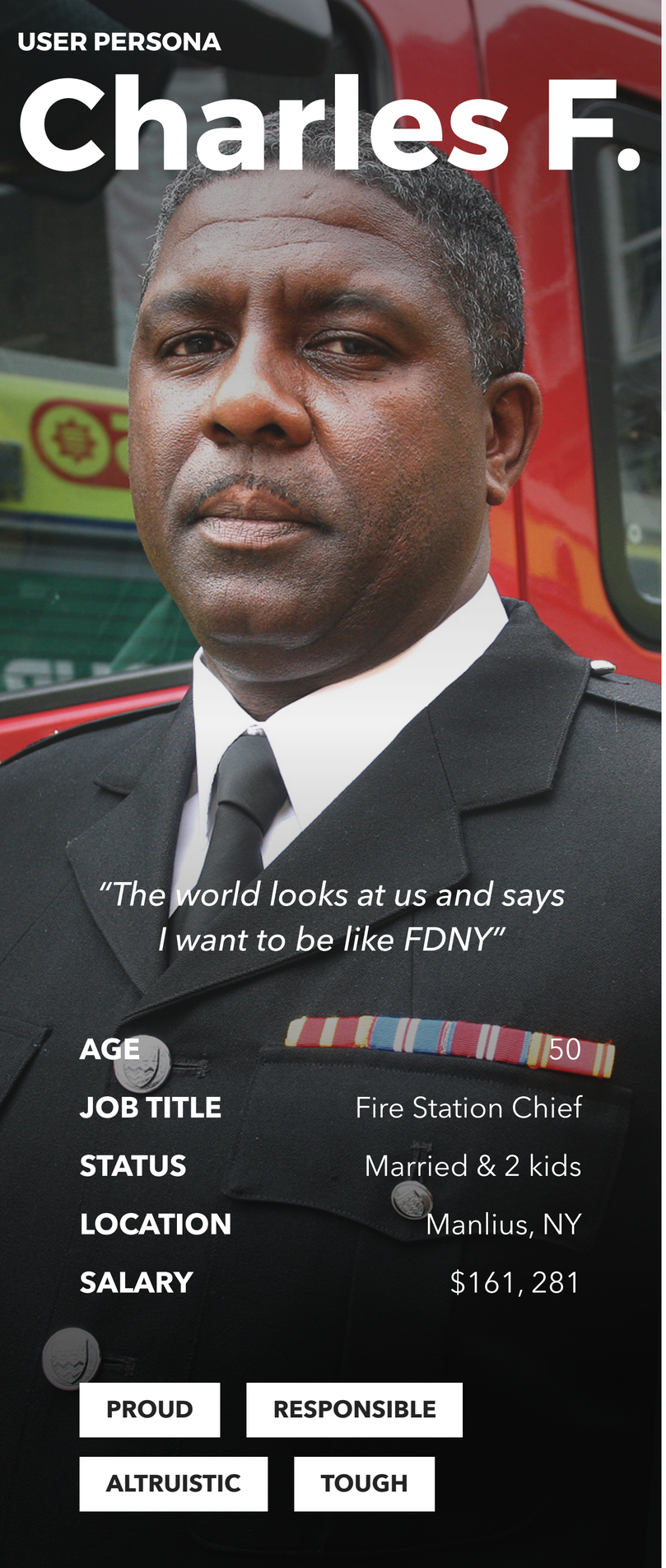
USER PERSONAS

2018

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USER PERSONA

Charles F.



"The world looks at us and says I want to be like FDNY"

AGE	50
JOB TITLE	Fire Station Chief
STATUS	Married & 2 kids
LOCATION	Manlius, NY
SALARY	$161, 281

PROUD **RESPONSIBLE**

ALTRUISTIC **TOUGH**

ABOUT

Charles has been on FDNY for 25 years. He has previously served as the Chief Training Officer at Los Angeles International Airport and worked as a firefighter, Inspector, Captain, Battalion Chief and Assistant Chief in various communities throughout Los Angeles. He has a Bachelor's Degree in Emergency Services Management and a Master's Degree in Leadership. He is married to his wife Marcia and is the proud father of a son and daughter.

ACTIVITIES

- Responsible for carrying out the day-to-day tasks of running a firefighting organization.
- Supervising other officers and firefighters at an emergency scene and recruiting, training and equipping them on their respective duties.
- Command crews during incidents, sometimes a volunteer, mostly administrative and called out only for larger incidents.

HOBBIES

- Assist to Black Fire Brigade events.
- Play basketball with his son.
- Read at least one book a month.

GOALS

- Provide ways to response more quickly and know what's happening during an incident.
- I should be able to decide what I want to see.
- See what's happening during and incident.

PAIN POINTS

- Not giving fast answer.
- Not having immediate access to information: location of my people, location of my incidents, amount of people in incidents.



USER PERSONA

Camilo S.

"My fire mates are like a big family to me"

AGE	33
JOB TITLE	Fire Captain
STATUS	Married & 3 kids
LOCATION	Queens, NY
SALARY	$149,163

PASSIONATE **PROFESSIONAL** **LOYAL** **GIVING**

ABOUT

Carl has been on FDNY for 12 years. He started as a Candidate in 2005 and now, he is a Captain. He decided to become a firefighter because he loves helping people. Mentor in Firefighter Candidate Mentorship Program. His family is composed by Ally, his wife, their 3 kids and his dog.

ACTIVITIES

- Provide training, direction, supervision, and mentoring to help the Firefighters stay safe while on the job.
- Examine the fire and determine the best way to put it out.
- In charge until the Fire Battalion Chief arrives on the scene.
- Inspect the fire trucks and hoses.
- The face of the Fire Department.

HOBBIES

- He likes to work out and train new firefighting techniques.
- Playing with his kids and kayaking with his family.
- Watching all football games when he is not working on his business of bouncers renting for parties.

GOALS

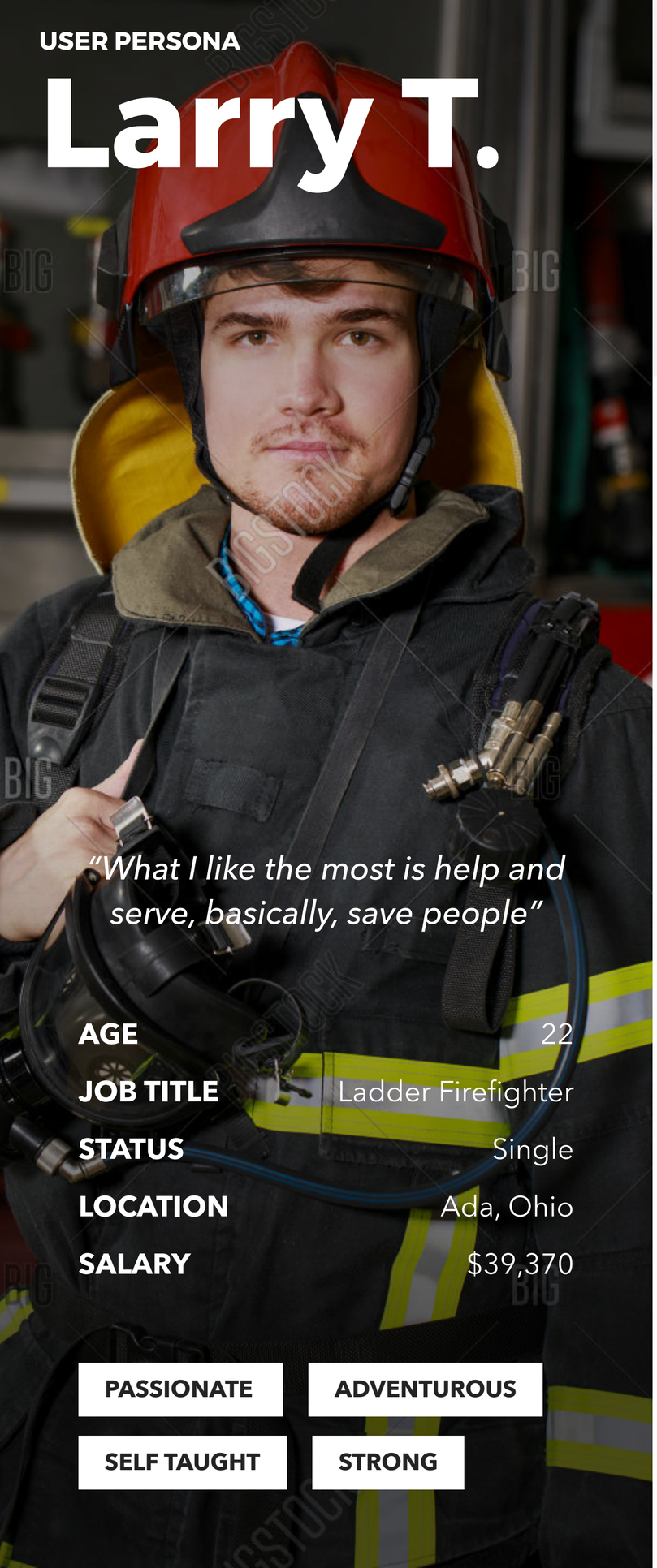
- Stay informed, prevent accidents, create a first responders network to be communicated during incidents.
- Keep whatever I need to see on-sight, keep track of responders and incidents.

PAIN POINTS

- Not knowing soon enough when there is an emergency.
- Connectivity issues, need to toggle dashboards to see all data and maps.

USER PERSONA

Larry T.



“What I like the most is help and serve, basically, save people”

AGE	22
JOB TITLE	Ladder Firefighter
STATUS	Single
LOCATION	Ada, Ohio
SALARY	$39,370

PASSIONATE **ADVENTUROUS**

SELF TAUGHT **STRONG**

ABOUT

Larry has been 1 year in Engine 324 of Corona Cowboys. He studied on CUNY Kingsborough. Likes to work as a team and to help others in need. Want to learn as much as he can and pass them on others. He considers being a firefighter as very demanding and challenging but very rewarding career.

ACTIVITIES

- Fight fires, protect people, teach and educate people on first aids and fire mitigation.
- Read documents on fire protection, keep FD’s items ready for action, train, schedule drills and classes, teach and serve the community.

HOBBIES

- Ride his bike.
- Travel and fishing.
- Likes to go to bars with his colleagues.

GOALS

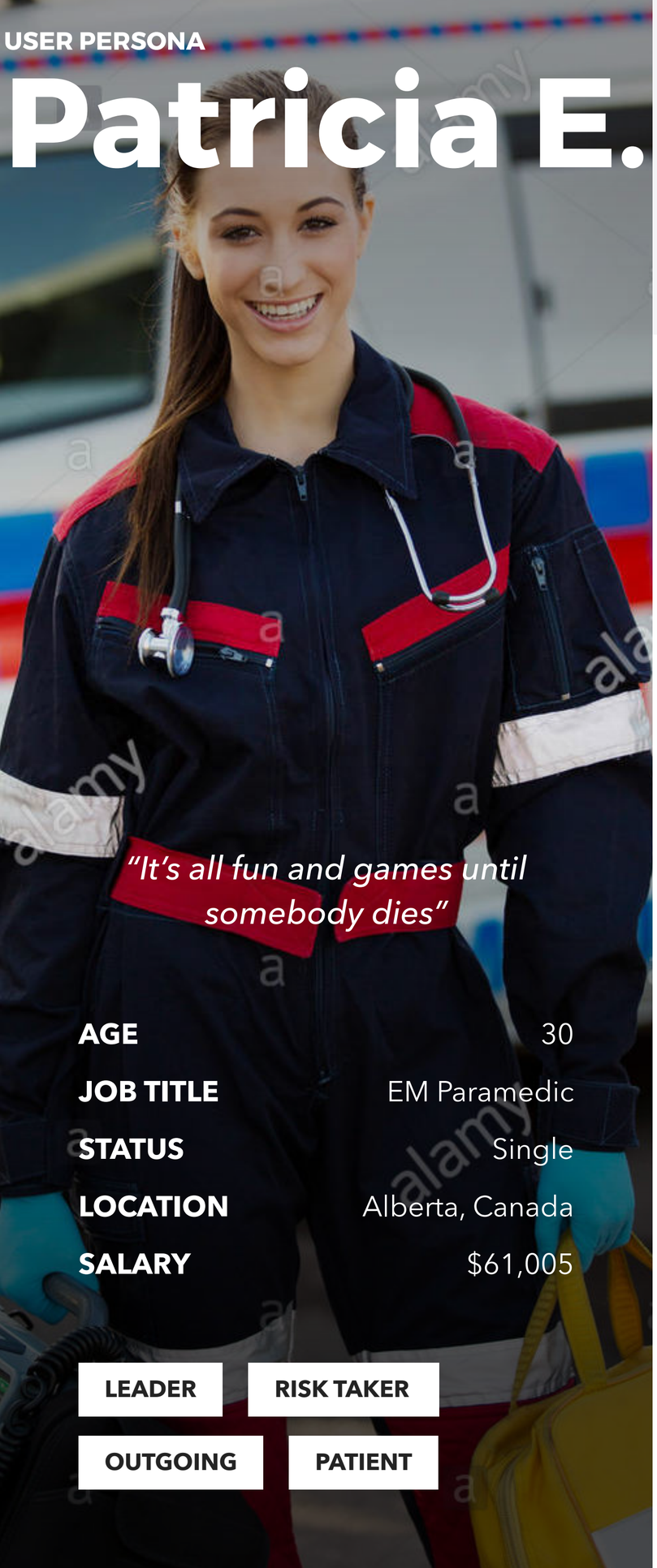
- To be focused on what’s important when an incident takes place.
- Keep whatever I need to see on-sight.
- Keep track of incidents.

PAIN POINTS

- Not knowing soon enough when there is an emergency.
- Merge dashboards functionalities, to keep everything on one and simple.

USER PERSONA

Patricia E.



AGE	30
JOB TITLE	EM Paramedic
STATUS	Single
LOCATION	Alberta, Canada
SALARY	$61,005

LEADER · RISK TAKER · OUTGOING · PATIENT

ABOUT

Patricia likes to help others and consider human lives the most important thing in the whole universe. She started her EMS career in 2013. In 2015-2016 she attended paramedic school at St Joseph Hospital in Elgin, Illinois. Then she moved back to Canada to stay close to her family.

ACTIVITIES

- Administers medical aid to people in emergency situations.
- Administering blood transfusions, cleaning wounds and applying sutures. Also, interpreting lab results and X-rays.
- Observe traffic ordinances and regulations concerning emergency vehicle operation.
- Ride in the back of the ambulance with the patient, monitoring their condition, giving them medicine, helping them breathe, andkeep them calm until they can be seen by a Doctor.

HOBBIES

- Go to the skating competition of her sister.
- Attend leadership conventions.
- Sing at the karaoke.

GOALS

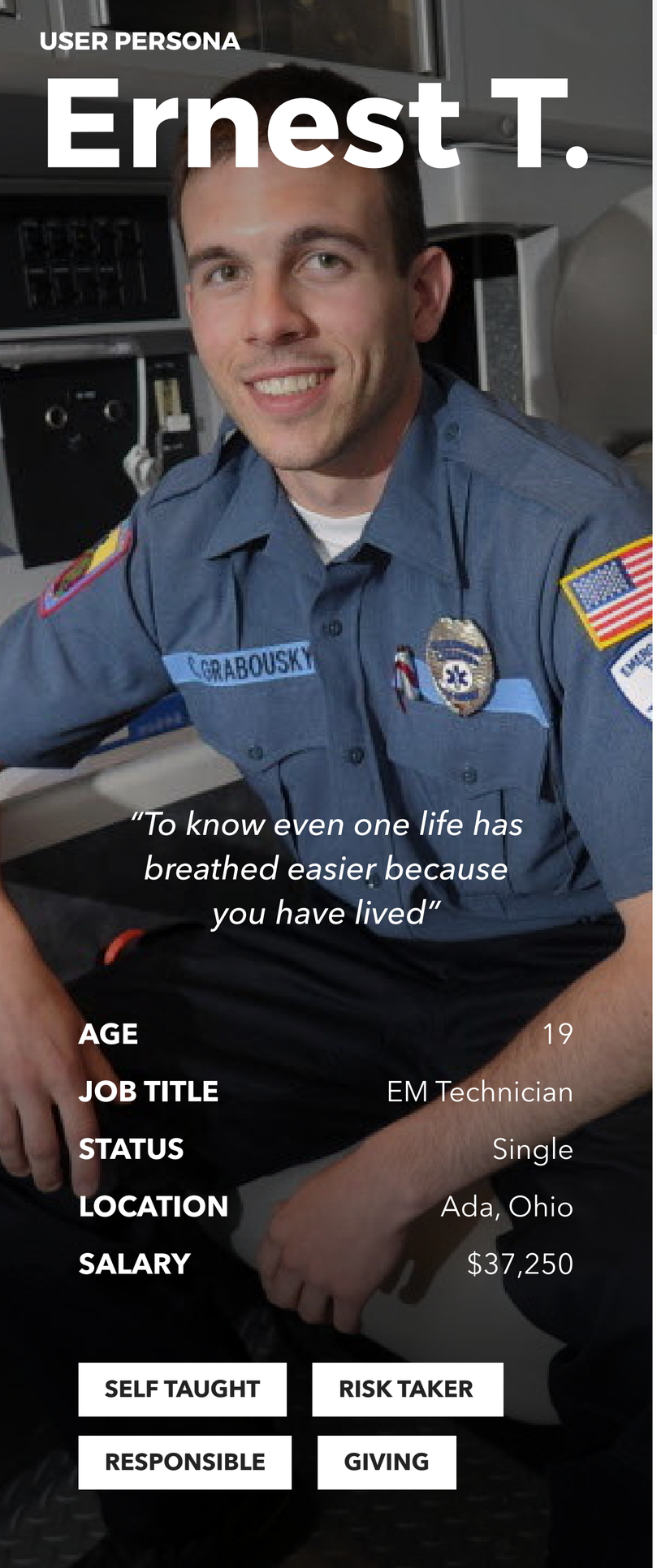
- Help me to ge to an incident as fast as possible considering traffic conditions.
- Responding as fast as possible to any dispatch calls.

PAIN POINTS

- Not being able to get immediately to the location of an incident.

USER PERSONA

Ernest T.



"To know even one life has breathed easier because you have lived"

AGE	19
JOB TITLE	EM Technician
STATUS	Single
LOCATION	Ada, Ohio
SALARY	$37,250

SELF TAUGHT **RISK TAKER**

RESPONSIBLE **GIVING**

ABOUT

Ernest started his EMS career a year ago, he just recently finished his probatory service. He doesn't mind working at nights, Saturdays, Sundays or holidays. He just loves his job a lot. He graduated from FDNY Captain Vernon A. Richard High School for Fire and Life Safety.

ACTIVITIES

- Performing automated external defibrillation, beginning IV therapy and monitoring EKGs.
- Controlling bleeding, administering supplemental oxygen.
- Respond to 911 calls for emergency medical assistance.
- Asses a patient's condition and determine a course of treatment. Provide first-aid treatment to life support care to sick or injured patients.

HOBBIES

- Watching medical TV Series.
- Triathlon.

GOALS

- Know where an incident is so I can get there immediately.
- Know who else will be backing me up.

PAIN POINTS

- Not being able to save a life.
- Not know when an incident is happening nor knowing who's on his way to help.