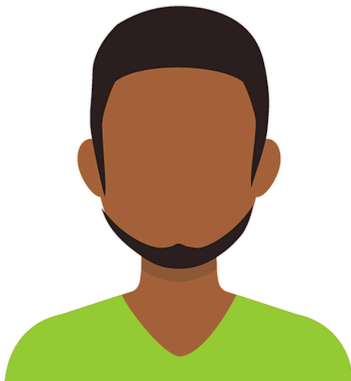


AB

ADAM BERG

BENEFICIARY | PREPAREDNESS COORDINATOR
COUNTY BOARD



BRIEF PERSONA DESCRIPTION

Albert assumes a coordination role in the county administrative board. He works with **monitoring and preparedness** of specific natural phenomenon. His work involves operational as well as any emergency issues in his field of specialization within his county's geographical area. Occasionally, he may need to coordinate issues with adjacent counties. Albert has a legally executive role and makes strategic decisions.

Albert has no direct influence over GIS technologies they use in the county board but uses what fits his phenomenon of interest. His interest in space data is driven by exploration and he is open towards collaboration.

SKILLS

Domain-specific background (e.g. biology, environmental management, crisis management)

Basic to moderate GIS user, through a GUI and does not manipulate data (models).

USE CASE NEEDS

Albert has little knowledge of their (potential) space data-driven use cases. He believes it brings great opportunities for his work, but is not sure how to use it, what questions/problems to address or how to evaluate it.

However, he does know that he values the temporal aspect of space data, i.e. interested in changes of the phenomenon over time. It is also necessary for him that his respective area of interest is represented in SDL. Detailed features (i.e. variety of what is measured) are less prioritized as long as specific coverage and temporal change are seen for a few essential features.

Albert's motivation for collaborating with the SDL is primarily explorative and innovation driven, that is trying to understand what is possible with space data and how it can equip him for preparedness. Albert anticipates the benefits from SDL to include better monitoring capabilities, responsiveness and new insights from SDL. While they have funding capacity to pursue such collaboration, they require external service to realize them, as they do not have the capabilities to access and use space data. The data products are seen as the most valuable aspect of SDL.

EDUCATION

EXPERIENCE

CURRENT ROLE

AGE

DATA USED

Albert only uses readily computed data (models), what he calls “maps”. These are layers provided by the GIS provider or developed by a commissioned contractor - on the GUI or web version.¹

ANALYSES

Albert often conducts **temporal** analysis and basic **forecasting**. He is interested in **change detection**, and extreme events relating to his phenomenon.

ORGANIZATION AND SDL

Albert’s organization and working unit is both domain- and geographic area-specific. They turn to multiple actors and information sources to achieve their goals. This means they do not generate their own geospatial data (unless commissioned for a specific project) and share their own analyses by providing recommendations to concerned parties under their area of interest.

GOALS

- Provide better recommendations based on sound temporal analysis of geospatial data
- Learn new insights and explore what else is possible with space data
- Be better prepared for issues arising with his phenomenon of interest
- Obtain more agile GIS analytics tools with easy-to-use GUI
- Be able to handle classified information and analyses

ALBERT SAYS...

“What I would like to have from the space data is the bigger overview [of a lake’s shoreline], and not only those manual measurements we collect from limited spots. And also seeing the time-based pattern, so when we see a spike or a dip somewhere, we can go back and see what happened that year? What regulation was passed then?”
(Interviewee B)

“I myself will not write programs. If that is the only way [to access space data] then the project will need to develop a new interface. I am familiar with web interfaces for GIS systems, most people are. If it requires programming, then I do not know who will use it”
(Interviewee A)

¹ This data may be very detailed and subject to classification for infrastructure and state property protection.