morpc

Savvy Sonja

Outgoing | Curious | Diligent

Has watched every episode of *Parks and Recreation*. 3 times.

Planner for a mid-sized city government. Analyzes data to find answers to questions and share information with stakeholders.

Behaviors

- Uses many local, regional, state and federal open data sources.

- Keeps up with issues and skills by attending local conferences and user groups.

- Uses intermediate GIS skills regularly.

- Creates maps and charts to communicate with internal staff, stakeholders and the public.

USER DATA NEEDS

LOW | HIGH

- Expert Guidance
- Specificity (answers a question about a place, exactly)
- User-Ready Formatting (e.g. charts, graphs, reports)
- Detail (geographic and attributes)
- Machine-Readability

Needs & Challenges

- When she finds an interesting online map or other resource, wants to have easy access to the underlying data to use in her own work.

- A 'generalist', she needs data with different subjects.

- A local planner, she needs geographic detail.

- Even though she tries to stay tuned-in, frequently discovers data sets that have been available, but that she wasn't aware of before.