



Job title
Engineer

Gender, age, location
M, 44, Boston, MA USA

Preferred channels
Email, SMS, web, mobile

Example quote

“I want to be able to see, understand and analyze my local air quality sensor data.”

Key characteristics
Very technical

Favorite brands



Frustrations & pain points

Concerned about local air quality

Can't find DIY AQ sensor to buy

Family member with asthma

Motivations & key influences

Interested in the rise of low-cost sensors and their ability to quantify air quality

Reads EPA scientific reports on air quality

Goals & needs

Wants to understand about AQ data and the ability to have confidence in sensor readings

Will build own hardware as required

Questions

How can I trust that the AQ sensor readings are accurate?

How many sensors are there and where are they located?

Applications used in work & life

iPhone X and iPad Pro

MacBook Pro

JIRA

Feature requests

iOS app to monitor local air quality

Simple way to understand the reliability of the data, not just the readings