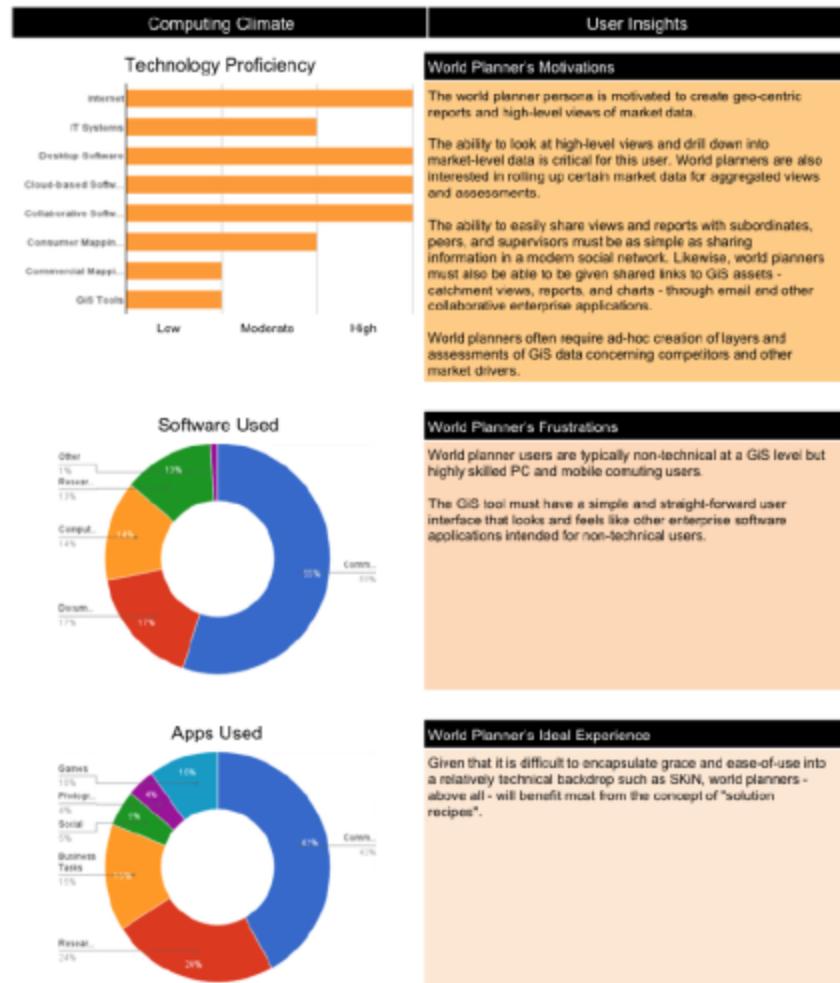


GeoPlan PERSONA

World Planner

Using GeoPlan SKIN

Name: Bill G.
Age: 43
Role: Market Development Executive



World Planner Insights

Computing OS Climate		User Insights
Desktop Operating System: Windows Mobile Operating System: iOS		User Type: Consumer SKIN User Frequency: 1 to 2 Times per Week SKIN Proficiency: Intermediate
Mobility Climate		Connectivity Insights
Mobile Context: 40%	Mobile Devices: 3	In Office: WiFi > 12Mbps
Laptop: 1	Smart Phone: 1	While Mobile at Home: WiFi < 12Mbps
Mini Tablet: 0	Macro Tablet: 1	While Mobile Domestic: LTE
		While Mobile International: 3G
		While On Location: Varies
New Skin Features		SKIN Activity Importance
API	Shape Import	Request New Layers Create Layers Use Layers Manage Layers
RSS Feed	Recipes	Request New Projects Create Projects Use Projects Manage Projects
Notifications	Layer Updates	Request New Reports Create Reports Use Reports Manage Reports
KML Import	Bubble Content	Create Catchments Analyze Catchments Use Catchments Share Views Share Layers Share Projects Share Catchments
		Not Important Low Moderate High Critical

World Planner's Asset Security					Other Users' Asset Security				
Assets	Create	View	Share	Edit	Delete	View	Share	Edit	Delete
Layers									
Projects									
Catchments									
Reports									
User Account									