

Task 3

Personas – exploring how the impact of a tropical cyclone varies between people

A persona is a fictitious person who helps us think about how the impacts of a tropical cyclone will differ between different people, for many reasons.

Use the personas described below to complete the “**Estimating impacts using personas**” sheet, using **4 colours** (one for each persona – make sure you complete the key!)

These personas all live in an HIC.

Persona A

Female, aged 76, arthritis in hands and arms that needs regular medication, lives alone on small pension, no car, small single-storey house near to river.

Persona B

Male, aged 7. Lives with his widowed father in a 2-bedroom flat on the 5th floor. Father works 9-5 in an office a 1-hour commute away by car. Attends after school club and is collected by father. Asthmatic.

Persona C

Female, aged 35, mother of two children aged 2 and 5 (the oldest has just started school). Works from home part-time as a freelance editor for a publisher. Married – husband works as a police officer on shifts. Has access to two cars, one of which is a 4x4 SUV. Lives in a new two-storey house on the edge of a large city in low-lying hills.

Persona D

Male, aged 55. Waiting for surgery for a knee-problem. Limited mobility – walks with crutches. Can't drive at the moment but has a car. Lives in a small two-storey house in the suburbs. Retired early with a large pension and good income from investments.

Hazard(s)	Impact(s)	Potential personal severity (0 low – 10 high)		Likelihood of affecting them (0 low – 10 high)		Potential personal financial cost (0 low – 10 high)		Impact score (X+Y+Z)	
		X	Y			Z			
Storm surge Storm tide	Coastal flooding Infrastructure damage	A	B						
		C	D						
River flooding	Flying debris Property damage Infrastructure damage Disruption to services* and communications^ Difficulty in travelling								
Inland flooding	River flooding Urban flooding Inland flooding Flash floods Landslides								
High winds (including tornados)	Property damage Flying debris Infrastructure damage Disruption to services								

Hazard(s)	Impact(s)	Potential personal severity (0 low – 10 high)		Likelihood (0 low – 10 high)		Potential personal cost (0 low – 10 high)		Impact score (X+Y+Z)	
		X		Y		Z			
Rip currents									

*Services include electricity supply, water supply, sewerage, internet access, mobile phone networks, gas supply.

^ Infrastructure includes roads, railways, bridges, electricity pylons, dams, sea walls/levees, tunnels

Key

- A
- B
- C
- D

Once you have filled in the table, answer the question below:

What have the personas taught you about how different people feel different impacts from the same storm?

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