

Persona 1:
Davis Senior Center resident – Fred

Table Number:



- Lived in Davis for 51 years
- Likes to hang out at the Senior Center and play ping pong
- Sometimes gets lost in Davis at night and in the rain
- At night, orients by the stars (if no clouds); proceeds towards lights, asks directions
- Walks more than bikes

Please rank in order of importance the following sign types for this persona

GENERAL MESSAGES



Orientation signs
 Provide an overview of a location or place. For example:
 • Map of downtown Davis
 • Davis bike map
 • Directory of path/bikeways

Rank:



Directional signs
 Recommend a route to a location or place using arrows. For example:
 • Community Park
 • UC Davis
 • Downtown

Rank:



Identification signs
 Establish the identity of a specific place or route. For example:
 • Arroyo Park pathway
 • W. 8th Street
 • City Hall

Rank:

SPECIFIC MESSAGES



Etiquette signs
 Influence etiquette, behavior or actions. For example:
 • Use safe speeds
 • Keep right
 • Yield to pedestrians

Rank:



Honorary signs
 Commemorate achievement, support and giving. For example:
 • Julie Partansky Pond
 • Shields Ave.
 • Dale and Donna Lott Bikeway

Rank:



Celebratory signs
 Explain or promote a place or event. For example:
 • Bike to school campaign
 • "Loopalozza" bike loop event
 • Interpretive marker about historic route 40

Rank:

Persona 2:

Visitor to Davis – Vicky

Table Number: _____



- In Davis dropping her daughter off to start school at UC Davis
- Did not rent a car, and is staying at a hotel in downtown Davis
- The hotel gave her a map of Davis to get around
- Got lost at the Arboretum, felt safe, but she did wish there was something to tell her she was going the correct way

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SPECIFIC MESSAGES



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Persona 3:
New Davis resident – Stephanie

Table Number:



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Rank:

- Transfer student and just moved to Davis
- Does not own a car and uses Google Maps to find her way by bike
- Gets frustrated when she gets lost and eventually gets out her phone to navigate

Persona 4:
Longtime Davis resident – Elaine

Table Number:



- Lived in Davis for 30 years
- Is a stay at home Mom who volunteers with scouts
- Prefers to walk and uses Google and Waze to get around when she drives
- Gets lost in the newer subdivisions: Mace Ranch and Alhambra

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Persona 5:

Returning Davis residents – Andrea and her daughter Charlotte

Table Number:



- Went to school at UC Davis and just moved back
- Moved back to Davis because this is a great place to raise a family
- Enjoys exploring the pathways and playing in the park
- Gets lost on the bike loop

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Persona 6:

International UC Davis students – Praveen and Shaikh

Table Number:



- UC Davis International students living off-campus
- Both students do not have own cars - they have brand new bikes
- Before they go anywhere they use Google Maps to figure out their route
- Have been lost hundreds of times in Davis- especially on the pathways

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Persona 7:
UC Davis student – Natali

Table Number:



- UC Davis student who has lived in Davis for two years
- Does not like to bike - she walks or takes the bus
- Uses Google maps to know which direction to go
- Gets lost in residential areas when streets dead end and on pathways

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Persona 8:
Daily Commuter – Tony

Table Number:



- Lives in Rocklin and takes the train to Davis
- Brings his bike on the train and gets around Davis by bike
- Loves spending his lunch break exploring the pathways of Davis by bike
- Is not afraid of getting lost and will ride around until he finds his way back

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