### Civil Society

#### Jenny

| **Age:** | 40 |
| **Job title:** | Campaigns Manager |
| **Country:** | Germany |
| **Tech status:** | Tech savvy |
| **User level:** | Intermediate |

#### Background

Jenny is German and married with two children. She lives in the suburbs and commutes to work on her bicycle. She works for Friends of the Earth Germany (BUND) and is very engaged in making the world a better place and is particularly interested in deforestation, animal welfare and carbon emissions.

#### Requirements

Jenny wants to evaluate the speed of deforestation in different countries. She’s looking for comparable data and information from OECD reports and publications.

She’s also interested in OECD’s policy recommendations and hopes to use the information to lobby her MP and other relevant groups.

Jenny hopes to build convincing arguments for the everyday citizen. Infographics, quotes, figures and engaging data visualisations will be a key part of this. She’ll share the information she finds both privately and on her social networks.

Attending OECD events is an important part of her schedule where she meets other influencers and builds her network. She’ll be looking for up to date event information including an attendees list, programme and logistical information.

#### Level of detail

Basic - intermediate

#### Top tasks

1. Find / view basic facts, summaries and overviews
2. Find / view / download simple, ready-made graphs / figures / data visualisations / infographics
3. Find / view data
4. Find / view reports
5. Find / view policy advice
6. Find / register for events
7. Connect with OECD network

#### Other sources of information

German news sites and blogs, globe environmental blogs, World Bank, Eurostat, EU, UN
User journeys

Homepage

Navigates to Data landing page

Data landing page

Selects Environment topic

Environment data page

Selects Forests sub topic and Forests indicator group

Forest resources

Views related publications

OECD Green Growth Studies Publication page

Creates graph from data options

Shares graph on social media

Saves to her pinboard

Events calendar

Filters by topic and month

Signs up for event alerts

Selects event

Event page

Views programme, attendees list and logistical information

Event registration

Thank you / Confirmation (including email)