PERSONAS Document - hViewO

This document contains personas for hViewO. The users described in these personas are the target users of the application which categorized to primary and secondary:

- **Primary user** is the main target users that intended to heavily use the application
- **Secondary** user is users that intended can gain benefits in using the application.

List of PERSONAS

Primary User

Researcher/ Scientists

Data Analyst

Secondary User

Students

Joan Fish and Wildlife Researcher

Role	PRIMARY USER
Age	58
Home	Alpena, MI
Data Sources	Self Collected Sensor Data
Tools	Weka, R, SAS

Backgrounds

Joan is a fish and wildlife researcher in US. Her responsibilities include analyzing the data collected from sensors positioned in strategic habitat conservation initiatives. (Region 3: Great Lakes, Big Rivers). She also does peer review of research performed by fellow wildlife researchers.

Once in a while she would search for new tools to help her in work, especially for analyzing data. With the trend of big data and her position as a researcher, she is searching for a tool that could help her in handling "big data" and the usual data in her work

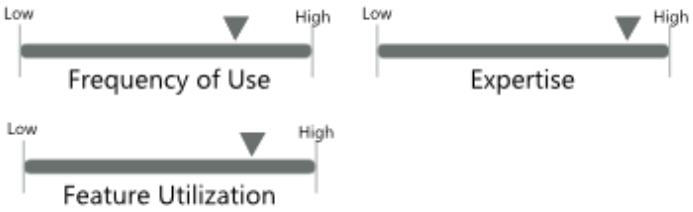
Research Impact

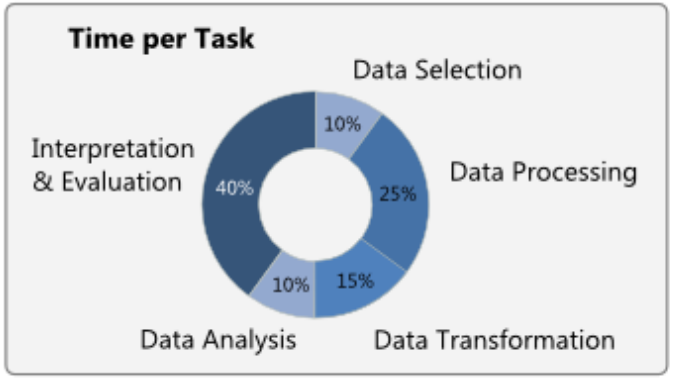
The research done by Joan needs to have an impact, because the result of the research could help her to direct funding to areas most in need. Meanwhile the peer review ensures integrity of her department findings and programs.

Her Goals

1. To find any data analysis application that is capable in accepting any research data she has as input; either online (big data) or local data
2. To find a data analysis application that gives user option to set parameters in its analysis
3. To use data analysis features according to her need
4. To view visualization from result of analysis
5. To evaluate whether the application could be used as a tool in her daily work, especially in handling big data

Analysis of Tool Usage





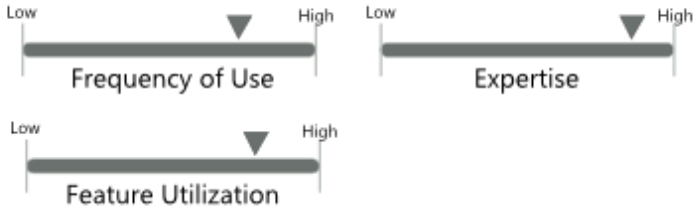
Scenarios

- Joan opens the web application and reads the features explained on the homepage. After that, she decides to try the application
- Joan runs the first step of the application: add a new data. She tries two kinds of data; simple data from her research, and online data that she is currently working on
- Joan follows the standard flow of the application including field filtering in the data, setting Random Forest parameters, and then building the model
- Joan gets the result of analysis, confusion matrix, and the visualization. She then evaluates whether the result meets her need
- Joan runs the application again with different data to check if the application provides similar results

Greg Medical Data Analyst

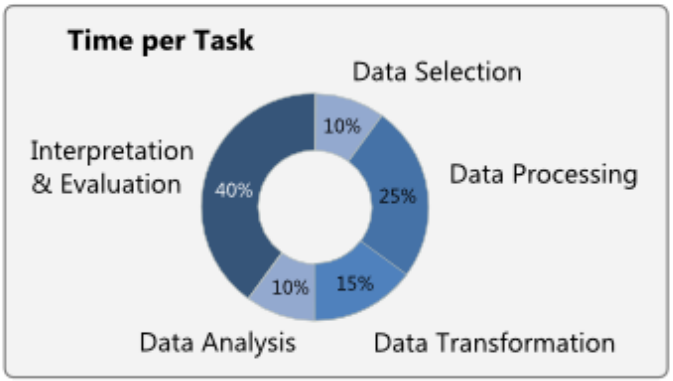
Role	PRIMARY USER
Age	33
Home	Philadelpia, PA
Data Sources	Medical Data Medical Institution
Tools	Excel, SPSS, SAS

Analysis of Tool Usage



His Goals

1. To analyze data at ease while still be able to set parameters of analysis
2. To use medical related data in the application
3. To use data analysis features according to his need
4. To view visualization from result of analysis
5. To evaluate whether the analysis result of the application is accurate
6. To evaluate whether the application could be used as a tool in his daily work,



Backgrounds

Greg is a medical data analyst in one of general hospital. He does data analysis as requested from third party, or for business needs of the hospital. Often his job require careful analysis of the data as he deals with patients data while still needs to fulfill business

With the trend of big data, he wanted to learn it as he might get big data analysis as his job assignment in the near future. After he read about big data and its tool analysis, he search if is there any tools that could help him analyzes data at ease.

Analysis Impact

The data analysis done by Greg would be reported to third party as requested; one of them is insurance agency that needs accurate data analysis of their clients. Mistakes in analysis could result to wrong decision and leads to loss for insurance agency. From Patients side, accurate analysis would give them right benefit or help them to avoid wrong medical decision

Scenarios

• Greg opens the web application and reads the features explained on the homepage. After that, he decided to try if the application suit his needs or not
• Greg runs the first step of the application: add a new data. He tried simple data he owns from his previous work
• Greg follows the standard flow of the application including field filtering in the data, setting Random Forest parameters, and then building the model
• Greg gets the result of analysis, confusion matrix, and the visualization.
• Greg evaluate the analysis result; whether it is accurate or not compared to his data analysis result in his previous work

Bob

University Student

Role	**SECONDARY USER**
Age	19
Home	New York, NY
Data Sources	Test Data Public Data Repository
Tools	Excel, SPSS

Backgrounds

Bob is a sophomore student in university. He took major where there are possibilities he would learn something that deals with data and data analysis. With that condition, he wants to learn about data analysis related to his field.

Bob then finds about data analysis tool that available online. He also finds that the tool capable to be used in big data analysis. With curiousity, he then tries the tool to learn more about data analysis.

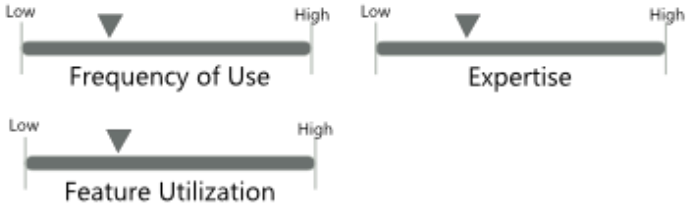
Usage Impact

The data analysis done by Bob would help him understands the concept of data analysis, random forest, classification algorithm, and a bit of data visualization

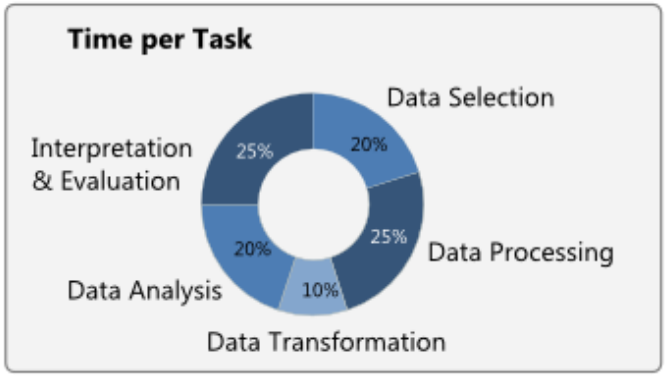
His Goals

1. To learn about tools for data analysis
2. To use test data as input on the application
3. To use data analysis feature according to his needs
4. To views visualization from analysis result
5. To evaluates whether the result is correct
6. To use the tools in more advance ways after he got the basic in using the tools
7. Use the tools for analyzing other data

Analysis of Tool Usage



Time per Task



Scenarios

- Bob opens the web application and read the features explained on the homepage. After that, he decided to try if the application suit her needs or not
- Bob follows the standard flow of the application starting from data input and then proceeds without setting the parameters (defaut) for the analysis
- Bob views the result of analysis and compared the result to what he already know. He do not understand some terms in the result and tries to find any explanation on the page
- Bob plays around with the visualization and re-runs the visualization by setting some parameters randomly
- Bob tries different kinds of test data in re-runs
- Bob think that the application can be used as tools in data analysis for his needs in the future