

John Doe



Key Attribute

Potential new resident looking to move to DC.

Short Description

An uninformed potential resident of DC. Middle class. Concerned about safety in various neighborhoods. Curious about long term safety of living in DC.

Needs

Looking for a way to gather needed information about DC in an easy-to-understand way.

Challenges

Does not know the area well. Unaware of what to be wary of.

Opportunities

My dashboard gives information about a crime while also placing it directly on the map of DC. Also, it gives historical information about safety on an easily understood graph.

Frank White



Key Attribute

Candidate running for office in DC.

Short Description

Knowledgeable man looking to run for office in DC. He is careful, has high standards, professional, and has access to resources.

Needs

Needs access to high quality information; however, cannot waste time to decipher it.

Challenges

In need of detailed, specific, and high quality information. Busy and does not have much time.

Opportunities

My dashboard contains specific information for all crimes present in the data. My dashboard allows for data to be categorized and filtered to dynamically find new insights. Visualizations are quick to be understood and are colored and labeled in an organized way.