



Name: Christina Chan

Relevant Quote: "I'm constantly looking for new challenges that allows me to grow and develop my skills and knowledge"

Demographics

Gender:	Female
Age:	30
Location:	London, UK
Relationship Status:	Single
Job Title:	Demographer

Scenario

Christina starts her busy day at the office. She researches about the latest reports or news on the reasons why fertility rates are decreasing in South Korea and Japan. Sometimes Christina would go on the streets and interview couples if they are interested in having children.

Once she finishes this, she usually goes on websites to track a report for concurrent populations to see the trend for Japan and South Korea.

Christina is happy that website has saved her time which she can devote to help research her case

About Christina

Christina rejects the idea of setting. She will not accept a position with a business that is not progressive and cutting edge because she feels she deserves better. Before switching to a new position within the company, she wants to gain as much experience as possible. Christina is very committed to assisting in the overpopulation problems in China and India and wants to comprehend population structure to plan health and public health interventions. She has been interested in learning more about the declining fertility rates in South Korea and Japan, which is terrible for those nations because it could result in the extinction of an entire race.

Motivations

- Loves helping the world but spends a lot of her time home researching so its important for her to maximize the time spent outdoors.
- Loves socializing with people – Christina attends all social events to meet as many people as possible.

Goals:

- Intends to see reasons why a firm is intriguing and worth her time – has it won big contracts, experienced rapid growth?
- Wants to learn how the biggest countries in the world can survive with the increase rate
- Determined to study causes or consequences of changes in the characteristics of human population.

Frustrations

- Websites have visually bad overview of populations which makes it hard to read
- Would like reports to display cities and search bar which should be user friendly and easy to use

Pain Points and Tasks:

- Having to check many websites and apps for birth reports, death, and migration.
- Christina finds advertising and not relevant information annoying and off-putting.
- Wants accurate reports on population of countries and deaths ever since of COVID-19