Personas defined

BY GROUP 10

Persona

Christina

Data Analyst

Profile Backgrounds

- Female, 32 years old
- Data Analyst
- Big Data Specialist using SQL, MongoDB
- Works for an organization 7 years
- Brings coffee to her colleagues in the morning.
- She has to find the population information by writing SQL code.

Goals and Tasks

Her goals are to easily access population records and information quickly and effectively.

- Information on population's language being spoken.
- The number population of a content
- The number population of a country
- The number of populations of a city
- The number of populations of a district

Anxieties and Motivations

- Anxious about spending most of the time writing SQL codes of different levels to get population information.
- Motivated to design a new system which is easy to use

Frustrations and Concerns

- Has to write a SQL code by hand to get the desired outcome - takes a lot of time and effort
- She has to write it manually rather than getting it by one click
- Sometimes she forgets what condition needs to be to get the population of the region for example.

Needs and Expectations

- Wants a new system where she could add new info to the database with couple clicks
- Would like the new system to be automatic and self-updating after new info has been added or removed.

Scenario

Christina works for a big organization for several years. She has great colleagues Tom and Angela whom she sometimes brings coffee with in the mornings.

She is now spending less time getting access for the population database information. The new system is very fast, efficient and quick in response.

Christina is now very happy with the new system as she has more time to do other operations on a database.

Persona

Dr Maurice
A clinical immunologist

Profile Background

- Male, 64 years old
- A clinical doctor with decades of experience
- Specializes in microbiology and immunology.
- Has many intern students who passionately studies.
- Currently invented a new vaccination.
- A vaccination from bacteria that carry many flies.

Goals and Tasks

His goal is to deliver vaccination to every region's population that is being affected by disease carrying mosquitos and flies.

To achieve this:

- Calculate the number of vaccinations.
- Getting the population data of a specific region.
- Getting the population data of a continent.

Anxieties and Motivations

Dr Maurice is anxious about calculation of the vaccines which needs to be delivered to every person being affected.

His is motivated to see the results of his long-term hard work and people's immune system being restored.

Frustrations and Concerns

He is frustrated about the people that may not receive the vaccination if calculations over population is wrong.

Needs and Expectations

He is expecting a software that could help him monitor the population number in a specific region/district with precision.

Scenario

Dr Maurice has been working with a group of professors and doctors who specialize in human immune system and microbiology. He mentored many outstanding students throughout his career and currently teaching new intern students.

Dr Maurice's goal is to deliver his new vaccination do different regions of our planet and its specific hot continents. He needs to calculate the estimated numbers of vaccinations depending on regions population. He is looking for an understandable and easy to use software which could help him to estimate the vaccination equipment.

Persona

Jasmine

A Market Analyst

Profile Background

- Female, 32 years old.
- Works for a clothing brand.
- Have a great experience in marketing.
- Understands fashion industry.
- Currently is working on an analysis of a spring collection.

Goals and Tasks

Her goal is to find out the percentage of people would buying the clothes in a capital city and in other cities.

This may include:

- To calculate population ratio who would buy specific type of clothing, depending on the trend in fashion
- Her goal is to come up with a strategy to attract people to buy the specific type of clothing.

Anxieties and Motivations

Anxious about her calculations for the brand because it's sales in a capital city or a specific city might depend on it.

She is motivated to find the best solution for upcoming spring collection, so the brand becomes successful in spring sales.

Frustrations and Concerns

She is concerned about the sales of brand as her analysis is a contributing factor.

Needs and Expectations

She is expecting the system to be precise, visualized using bar graphs and pie chart, which would her to understand the numbers much easier.

Scenario

Jasmine day is very balanced with the work and a her family. She has a daughter who likes the designer brand clothing. Jasmine has an experience in clothing brand and has an overview where the fashion is going.

For the upcoming spring collection, she would like to make an analysis on population data, by determining what percentage of people would like to enjoy wearing fashionable clothes.

The analysis on current market demand is very important and the brand which takes it into consideration will make the people of many cities to have their brand in their wardrobes.

Persona

David

Data Scientist

Profile Background

- Male, 29 years old,
- Ambitious senior data scientist,
- Has been with the company for several years,
- Greets his colleagues with a smile,
- Currently has to edit the data by searching it,

Goals and Tasks

His goal is to maximize the efficiency and productivity of his time by spending less time on looking for data by scrolling the mouse. He would like to come up with a software that is helpful with searching across the data set and sorts it with your preferences.

New Software may include:

- Finding the population, country, city by their first characters,
- Sorting them the way the user wants it,
- Saves the previous search requests

Anxieties and Motivations

- He is Anxious about the time he spends to find the necessary data from the set manually.

- He is motivated to develop a searching engine which would make his time being in the office much productive.

Frustrations and Concerns

- Occasionally forgets about his previous searching methods,

- Has to scroll down to find the right data from the table.

Needs and Expectations

- He is expecting the searching engine which will give him the desired outcome.

- The new software will remember previous searches and will make it a history.

Scenario

David is ambitious senior data scientist at a company, he likes to spend his time at the office with his colleagues, but he wants his time more productive and efficient. He spends several minutes extra a day to just find a desired data.

The new software that he wants to develop would be less time consuming. The software will help him to find desired data from the set by using the searching engine which will sort print in a form a table. He believes this will change the way he integrated with the data set.