



Abbie
University student

Challenges

- Unable to find all the data required in one place.

Motivations

- Motivated by getting encouragement by having less steps to follow to reach goal.

Frustrations

- Gets frustrated when all the data she requires is not present in one place.

Expectations

- Expects to have different types of data reports with up-to-date information to support her task

Profile background

- Female 23 years old
- University student BSc
- Is a proactive student that likes to take initiative and take part in the class.

Goals

- To get the maximum results for their efforts and learn as much as from the data and find various types of data within one place.

Scenario

Abbie is doing a project for her university in finding out about different cultures living in the UK therefore she needs to access reports of types of cultures and numbers to them.