



**Vindy Elizabeth**  
**Lawyer**

### Challenges

- When she can't find all the data, she needs which includes languages and nationalities.

### Motivations

- Winning cases for her clients.

### Frustrations

- When she has put so much effort but then can't find her work because the data are not organised in a way that she expects

### Expectations

- to be able to have all her data in a form that is easy to access, and she has control in how to organise it as well as have access to organise things in her own way so that can make it read friendly for her clients.

### **Profile background**

- Female 42 years old
- Company immigration support Lawyer
- Is a mother of 2.
- Statistical lawyer who finds that organisation and functionality are her top priority in her career as well as her life.

### Goals

- she is currently in a case that requires a peoples' report that includes the population country of each client, and she needs the report to help her with organising the population to make it more readable to the jury.

### Scenario

Vindy has been asked to take a high profile case for the company that is not only affecting local clients but also all the clients worldwide which means her data has become a large scale due to the fact that it is not only local data that she needs to collect she also needs the data at a worldwide scale and this case is very important and could cause the company a huge loss if it is lost. Due to this pressure, she is finding it even more important and in need of making sure that all the findings that she makes and all the research she makes is not in separate places but rather organised in one place that she can take less than 3 seconds to find a specific data to make sure it is that organised and easy and quick to use.