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WHALES_JNR

Background

Name:- Adewale Junior
Age:- 23 Years Old
Gender:- Male
Occupation:- Product Designer

- Adewale is senior UX designer for marketing company that uses population to help them create targeted advertising campaign
- Adewale uses population information for competitor analysis to identify opportunities for growth

Frustration

- Difficulty and complexity of population information to work it in terms of analyzing the data
- Inability to get accurate and up to date population information

Wishes

- A website exists that has up to date and accurate population information
- An easy to use tool to work with population data

Scenario

Adewale starts his day by meeting with other staff and stakeholders of the company concerning a new feature they want to launch; he needs to get real population data for their targeted audience. Now a new website is available where all this are made available

Now Adewale is happy

Background

Name:- Kennedy
Age:- 25 Years Old
Gender:- Male
Occupation:- IT Analyst (Government Official)

- Kennedy a junior IT analyst that works for the government, the sector uses population information to make decision
- Kennedy has a strong technical background in data visualization

KENNEDY

Frustration

- Issues in integrating population information from multiple sources
- Challenges in accessing an unorganized population information and data

Wishes

- Access to an organized population in aids to help easy and fast
- Website that makes integration of population information smooth with a well updated resource

Scenario

Kennedy works in the government sector. His work is smooth now that he is able to get the population information of the communities in the local government he works for.

KENLEY

Background

Name:- Kenly
Age:- 21 Years Old
Gender:- Female
Occupation:- Junior Researcher

- Kenly work for a research company that studies population trend and changes
- Kenly has a strong background a population information, census and language trend

Frustration

- Population website polluted with unorganized data
- Unreliable sources to get information

Wishes

- Where she can get census and population to aid her research
- Legit source that has a great interface and easily accessible

Scenario

Kenly starts with a cup of coffee so she can keep up with the day's work, continue her research, she is also able to get real time population update to aid her research.

Background

Name:- Okikiola Oduneye
Age:- 22 Years Old
Gender:- Male
Occupation:- Database Administrator

- Kiki works for an insurance company for the past 4years
- Kiki is responsible for the managing the company database ensuring it is secure and reliable
- Kiki have strong background in population information

KIKI

Frustration

- The inability to get accurate and well updated information about population and census frustrate Kiki
- Most website to access population are cracked down because most of them steal cookies of users

Wishes

- A website that makes searching and getting population information easy to get.
- Integration of updated population information easy and smooth

Scenario

Kiki can integrate the population information to the company database from the website that provides an accurate and update population data, his company able to get data of people with health conditions