

# User Persona

TIP: Duplicate these pages to repeat the exercise for another persona.



**Persona 1**  
Emily Johnson

## Key Attribute

Add adjectives to describe this persona

Eager, Uncertain, Resourceful, Determined

## Short Description

Add phrases to bring this persona to life

Emily is a fresh graduate with a degree in Data Science, on the brink of stepping into the professional world. She's enthusiastic yet slightly apprehensive about finding her place. "I just want to find a role where I can grow, not just in terms of skills but also financially. It's a bit overwhelming though, trying to figure out where to start."

## Needs

Add the persona's reasons for taking this particular journey

Emily is on a journey to discover her value in the job market as a data analyst. She wants to understand what salary she can expect in various cities and companies, considering her fresh graduate status. She's looking for reliable, up-to-date information that can guide her job search and application process. "I need something that can give me a clear insight into the industry standards, so I don't sell myself short or aim too high."

## Challenges

Add pain points or potential frustrations

Emily's main pain points include a lack of industry experience, making it hard for her to gauge realistic salary expectations. She's also overwhelmed by the vast amount of information online, which is often conflicting or outdated. "Sometimes, I find a number, but then I see another source with a completely different figure. It's frustrating."

## Opportunities

Add ways that your product or service can address the pain points

The dashboard could offer Emily tailored insights into entry-level salaries for data analysts in different geographical locations, factoring in the cost of living. It could also provide her with trends in salary growth in the field, helping her project her career trajectory. Furthermore, adding a feature that compares salary data between industries could help her identify where data analysts are most valued. "A tool like that would be a game-changer for me. It would not just help me apply to the right places but also negotiate my salary confidently when the time comes."

# User Persona

TIP: Duplicate these pages to repeat the exercise for another persona.



Persona 2  
Michael Tan

## Key Attribute

Add adjectives to describe this persona

Experienced, Ambitious, Cautious, Visionary, Analytical

## Short Description

Add phrases to bring this persona to life

David is an experienced data analyst with over five years of experience working in the healthcare sector. He's been contemplating a job change to explore opportunities in tech startups. "It's time I leveraged my skills in a more dynamic environment, but it's crucial I make a move that's financially beneficial and career-enhancing."

## Needs

Add the persona's reasons for taking this particular journey

David needs comprehensive data on salary ranges for data analysts across different sectors, especially in the fast-moving tech startup scene. He's looking for insights on benefits and stock options, crucial factors for his next career move. "I need to understand the full compensation package to make an informed decision."

## Challenges

Add pain points or potential frustrations

David's main challenge is finding specific, reliable data on compensation packages in startups, which are known for their diverse and sometimes opaque salary structures. He also struggles to compare these with his current stable but possibly less lucrative healthcare sector position. "It's tough to weigh the pros and cons without solid data."

## Opportunities

Add ways that your product or service can address the pain points

The dashboard could alleviate David's concerns by offering detailed breakdowns of salary, including bonuses and equity, across different sizes and types of companies. A comparison tool could help him directly contrast his current role with potential opportunities. Moreover, the platform might feature success stories of data analysts who made similar transitions and how it impacted their career trajectory and satisfaction. "Having that level of detail and personal testimony would definitely ease the decision-making process."