

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

Analytical, detail-oriented, tech-savvy, time-constrained, collaborative.

Short Description

Add phrases to bring this persona to life

Emily is a 32-year-old data analyst working for a medium-sized e-commerce company. She thrives on turning complex data sets into actionable insights but often finds herself swamped with multiple reports and tight deadlines. Emily prefers tools that are intuitive and can streamline her workflow, allowing her more time to focus on data interpretation rather than data cleaning and preparation.

Needs

Add the persona's reasons for taking this particular journey

- A dashboard that allows for quick and easy manipulation of data
- Customizable visualizations to highlight key metrics and trends
- Integration capabilities with databases and other analytics tools

Challenges

Add pain points or potential frustrations

- Balancing speed of access with depth of insight
- Managing a portfolio of reports that cater to different stakeholder needs
- Staying up-to-date with the latest data analytics methodologies

Opportunities

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

- A dashboard with AI-assisted analytics can help identify trends faster
- Collaboration features that allow for sharing insights with teammates or stakeholders
- Accessibility features such as a mobile-responsive design that lets her work on-the-go

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Persona 2
Michael Tan

Key Attribute

Add adjectives to describe this persona

Entrepreneurial, innovative, dynamic, growth-focused, non-technical.

Short Description

Add phrases to bring this persona to life

Michael is the 26-year-old founder of a burgeoning tech startup. Having come from a business background, he is not deeply versed in data science but knows the importance of making data-driven decisions. Michael is seeking an interactive dashboard that can provide him with immediate understanding and oversight of his startup's performance metrics without a steep learning curve.

Needs

Add the persona's reasons for taking this particular journey

- A user-friendly interface that doesn't require technical expertise
- At-a-glance key performance indicators to track startup health
- Alerts and notifications for real-time updates on critical metrics

Challenges

Add pain points or potential frustrations

- Navigating an abundance of data without feeling overwhelmed
- Translating data insights into strategic business decisions
- Quick adaptation to market changes indicated by live data streams

Opportunities

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

- A dashboard that guides him through the data with tips and recommendations
- Real-time data monitoring to swiftly react to user behavior or market trends
- A platform that grows with his business, offering scalability for data needs