

Dylan Bone



Age 27
Location London, United Kingdom
Occupation Journalist
Marital Status Single
Income £82,000/year

Outgoing

Driven

Friendly

Bio

Dylan is a journalist for a company that publishes articles and analysis about different studies. Dylan is looking for a website that can easily help him access this information to save his time.

"We are looking for the right tool that would cater to our requirements and satisfy our needs efficiently"

Goals

- Get information about the population of a country to see the population increase over the years.
- Make a visual chart for the increase to observe a pattern or trend and determine reasons for this trend.
- Make financial records of a country like its GNP, easily accessible so that a study about the country's increase or decrease of GNP can be determined and published.
- Determine the factors that lead to increase or decrease in life expectancy of a selected country and city.

Tasks

- Collect data from multiple sources and pass it on to different teams so that sources can be verified.
- Make different analysis about information provided to him and then pass on the studies in form of a report so that it can be published.
- Make charts and pivot tables of data for better visual representation.

Frustrations

- Some data tools that we have used in the past provided us with stale information which took us very long to verify.
- Data collection tools do not allow us to download information in any format.
- Allow us to search for the information of only a specific country or a city via filters and automatically save the progress we make.

Behavioural Considerations

- Data analysis tool should be updated with latest information at all times and has to make sure that information should be verified.
- Website should allow users to transform data into visual charts and pivot tables easily and download them.
- Site should allow us to filter the variables that we are looking for and save the progress we make.
- Website should have a contact for customer service to report any frustrations or ask for help easily.