|  |  |  |
| --- | --- | --- |
| A person in a suit  Description automatically generated |  | **Goals**   * To efficiently compile and generate accurate reports for various departments. * To simplify data entry and retrieval processes with an intuitive system. * To reduce the time spent on report generation.   **Frustrations**   * Current software requires navigating complex menus and interfaces. * Manual data compilation is time-consuming and prone to errors. * Lack of confidence in using technical software for data management.   **Personality**   * Prefers clear instructions and straightforward tasks. * Enjoys tasks that result in tangible outcomes and supports decision-making. * Values simplicity and efficiency in her work tools.   **Motivation**   * To contribute to her organization by providing timely and accurate data reports. * To improve her productivity and reduce stress associated with technical tasks. * To gain recognition for her efficiency and attention to detail.   **Preferred Channels**   * Professional: LinkedIn, Data Science Forums, and Webinars * Personal: Podcasts on Data Trends, Online Courses, and Blogs   **Bio**  Maria is a dedicated clerk who plays a crucial role in gathering and reporting demographic data at her company. Despite her non-technical background, she is pivotal in ensuring that data is accurately compiled and reported to inform decisions. Maria looks forward to using a new system that simplifies her daily tasks, allowing her to focus more on the content of the reports rather than the process of creating them. |
| Maria  Clerk  *"Data tells a story, and I bring it to life."*  **Demographics**  Age: 30-35  Work: Clerk at Demographic Insights Co.  Family: Single  Location: Minneapolis, MN  Education: Associate degree in General Studies  Character Traits: Detail-oriented, organized, curious  **Link to Professional Profile Picture**  https://chat.openai.com/g/g-2fkFE8rbu-dall-e/c/8aaecc0c-8864-4df4-80bc-d4ec4e33d60b |  |