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| A person wearing glasses and a tie  Description automatically generated |  | **Goals**   * To oversee the integrity and security of demographic data. * To manage staff access permissions without navigating complex IT protocols. * To update, add, or delete data entries using a straightforward interface.   **Frustrations**   * Existing systems require technical knowledge beyond his expertise. * Managing user permissions is cumbersome and unintuitive. * Fear of making irreversible mistakes due to the system’s complexity.   **Personality**   * Prefers tools that are both powerful and easy to use. * Enjoys facilitating the work of others by providing a stable data environment. * Values security and accuracy in his work.   **Motivation**   * To ensure that the organization's data is always current, accurate, and secure. * To empower his colleagues by providing them with the access and data they need. * To enhance his role through the use of innovative, user-friendly technology.   **Bio**  Adam is the gatekeeper of his company’s demographic database, tasked with the critical role of ensuring data integrity and managing user permissions. While not a technical expert, he has a keen understanding of his organization's needs and the importance of secure, accurate data management. Adam is eager for a system that demystifies data administration, making it accessible and manageable without extensive technical training. |
| Adam  Data Administrator  "Ensuring data accuracy and accessibility, one click at a time."  **Demographics**  Age: 40-45  Work: Data Administrator at Demographic Insights Co.  Family: Married with one child  Location: Tampa, FL  Education: Bachelor’s degree in Business Administration  Character Traits: Methodical, responsible, proactive  **Link to Professional Profile Picture**  https://chat.openai.com/g/g-2fkFE8rbu-dall-e/c/8aaecc0c-8864-4df4-80bc-d4ec4e33d60b |  |