	Name & Role	Details	Goal
Persona 1	**Nina Kahn** *Chief Compliance Officer*	•Age: 52 •South Asian woman, first-generation college graduate •Law degree, 25+ years in compliance and regulatory affairs •Sacramento native, active in nonprofit board service •Strategic, detail-oriented, balances oversight with operational execution •Trusted as a leader who connects data with governance outcomes	•Wants confidence that compliance risks are visible and under control. •Seeks to eliminate tedious manual roll-ups so she can focus on strategy. •Aims to inspire trust among executives and regulators with reliable reporting.
Persona 2	**Asha Nguyen** *Compliance Analyst*	•Age: 28 •Vietnamese-American, bilingual (Vietnamese/English) •Holds a master's in public policy, 3 years in compliance •Bay Area native, early-career but ambitious and growth-oriented •Curious and detail-driven, frustrated by repetitive cleanup tasks •Wants to be seen as a rising professional who adds real value	•Wants clean, consistent data to focus on analysis instead of clerical work. •Seeks to grow into a trusted compliance expert through meaningful insights. •Aims to demonstrate efficiency and accuracy to advance her career.
Persona 3	**Aman Allen** *HR Operations Supervisor*	•Age: 45 •African American man, father of two, based in Fresno •MBA in organizational leadership, 18 years in HR operations •Leads a team of 25 and owns multiple HR policies •Collaborative and people-focused, values fairness and accountability •Known as a mentor and advocate for transparency	•Wants assurance that his division is always audit-ready. •Seeks visibility into overdue policies to prevent last-minute crises. •Aims to build trust with his team by showing transparency and control.
Persona 4	**Riley Ramirez** *Policy Analyst*	•Age: 34 •Latinx, non-binary professional, advocate for inclusion •6 years in policy authoring, background in communications •Member of LGBTQ+ employee resource group, promotes accessibility in policy writing •Balances dual roles: creating content for supervisors and following policies as an employee •Organized, clarity-focused, dislikes outdated or confusing approval processes	•Wants confidence that policies are accurate, up-to-date, and inclusive. •Seeks support in both authoring and consuming policies without friction. •Aims to contribute to a workplace where employees trust and understand the rules.