

User Persona

Name: Micail Bakhshzaad

Student ID: BAK22529047



Name: Harry Oswald

Sex: Male

Age: 32

Work Place: Horizon Analytics

Income: £50,000

Harry holds his degree in demographic from University of Roehampton.

Goals:

- **Data Accuracy & Integrity:** By employing dependable databases, he hopes to guarantee the integrity and accuracy of demographic statistics.
- **Cross-Functional Collaborates:** Working closely with others from a variety of backgrounds, he aims to promote cross-functional cooperation within his work and make use of their knowledge in population study initiatives.
- **Data Accessibility:** Harry uses trustworthy databases and quality assurance methods to guarantee the accuracy of his demographic data.

Properties:

- Harry is a vigilant user who places a high value on security, dependability and correctness in the population data he interacts with.
- Efficiency is important to him, therefore he looks for databases with robust search and filtering features so he can easily browse through large datasets.
- Harry favours customizable features and user-friendly interfaces so he can personalize the database experience to suit his needs. Especially when it comes to reporting on the population
- Harry values collaboration capabilities since he often collaborates with teams and needs data sharing and editing to be done efficiently.
- Harry is concerned about data privacy and favours databases that follow stringent guidelines for managing population data.

Desires:

- Predictive Analytics: Harry looks for population databases that have advanced analytical features like predictive modelling and forecasting.
- Geographic Visualization: he wants population databases that offer spatial analysis and map-based geographic visualization tools so that population distribution and trends may be properly shown.

Frustrations:

- Complex Data Structures: Harry finds it difficult to effectively evaluate and comprehend demographic trends in population databases due to their complicated data structures or inconsistent data formats.
- Limited Reporting Capabilities: When population databases don't produce reports that satisfy his reporting criteria.