



John Khan

38/QTA/Married/DATA ANALYST

PERSONALITY

Tech

extravert

Driven

MOTIVATIONS

Networking



Convenience



Structure



GOALS

- John wants to easily access information about the population of different countries and their capital cities.
- He wants to view this information on a website because it is more convenient for him than researching from multiple sources.

FRUSTRATIONS

- John may become frustrated if the website is not user-friendly or if the data is outdated and inaccurate.