User Persona:

Name: John
Age: 44
Bio: John is a sales representative, and has basic software skills.

Goals:
- Learn about population data without being too difficult to use
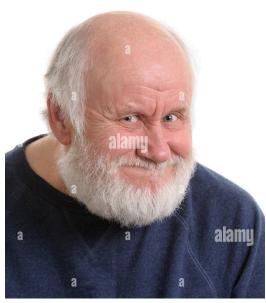- Create simple reports for presentations
- Learn and use the system easily

Desires:
- Intuitive systems for straightforward exploration
- Minimal jargon
- Tooltips around the system to make navigation easier

Frustrations:
- If the system is too slow, John will be impatient and no longer use it.
- If the system does not have accurate enough, or limited amounts of information, he will not use it.
- If the system is too visually overwhelming, John may not use the system at all.

Admin Persona:

Name: Roy
Age: 40
Bio: Roy is responsible for managing databases within the org. He has a lot of experience in database management, and security.

Goals:
- Manage user access and permissions
- Handle data updates
- Ensure the system is secure

Desires:
- Communication with users and stakeholders for any issues
- Ability to monitor changes

Frustrations:
- Poor documentation, Roy may find frustrations if the system is not up to standard, and navigation is poor
- Roy may find security vulnerabilities, this may compromise sensitive information
- Roy may be frustrated if there is not enough control over the system.