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Don Vinu Rasuntha Wijayamanna Basnayake – WIJ22523510

PERSONAS FOR COURSEWORK

Name: Evie

Relevant Quote: Making life easier.

Demographics

Gender: Female

Age: 23

Location: London

Relationship Status: Single

Title: MS.

Education: BSc Geography

Phone No : 07123456789

Email: Evie@gmail.com

Skills:

- **Problem solving**
- **Bilingual – English, Italian, French**
- **Multitasking**
- **Communication**
- **Leadership**

Background Description

Flexible and innovative Geography Graduate with an in-depth understanding and genuine interest in environmental and natural sciences. Recently completed BSC in Geography, accredited by the loyal Geographical society (with IBG), achieving first class honors at university of Sussex.

For her continuous studies, she is carrying out research on a new system to allow easy access to the world's population information.

Motivations

- Finding a quick access and less time-consuming website with accurate results.
- Creating and promoting an easy way of finding resourceful and reliable means of acquiring world's current data.

Frustrations

- Inability to find a website with adequate information.
- Lack of adequate and well-organized search Bars in previous websites visited.

Goals & Expectations:

- Implementing and designing a new system to allow easy access to population information.

Scenario

As a data analyst at the Department of Demographic Studies, tasked with improving access to population information, you streamline the existing SQL database structure and develop an intuitive web-based interface for querying data. Collaborating with stakeholders, you identify key needs such as granular data access, real-time updates, historical analysis, and geospatial visualization. Implementing robust security measures, including encryption and role-based access control, you ensure the protection of sensitive population data. After thorough testing and training, the new system is deployed, empowering stakeholders with easy access to comprehensive population information for informed decision-making. This enhancement enables urban planners, healthcare administrators, economists, and policymakers to make data-driven decisions, ultimately benefiting the public welfare.

Age:34
Gender:Male
Relationship status:Single
Occupation:CEO and founder of GoeNet(geographically application)

Technology proficiency: Highly skilled in using various communication and collaboration tools due to extensive cyber crime investigation

Communication style: Concise and precise, prioritizes, efficiency, and accuracy in information exchange.

Target: Efficiently, gather, and analyze information, collaborate with business partners, and stay updated on critical cases.

Pain points: Security and privacy concerns due to dealing with sensitive information need to reliable security and secure communication platform .

DAISUKE KAMBE

Education
BA(hons) Geography with Business
Masters in Geography

University of Oxford

Sep, 2010 – Nov, 2014
Jan,2015 –Jan,2016

Skills

Leadership

Communication

Problem Solving

Management

Language

English ★★★★★

Japanese ★★★★★

Profile
Daisuke Kambe is an experienced and highly accomplished CEO for his successful leading application in geographic application , a leading application in geographic industry specializing in geographical solutions .

Experience

10+ years of experience in business and leadership roles.

Goals and objectives:

- As the CEO of GeoNet,Daisuke kambe's primary goal are centered around risk management, ensuring the companies, financial health, and this growth as well success in the competitive technology market
- He actively contributes to the development of the long-term business strategies
- Building a strong tech business ,as a leader Daisuke focuses on nurturing and ensuring strategic practices within his company .Therefore, making a professional growth.

Senario:

Daisuke Kambe, the CEO of GeoNet, a prominent business in the geographic sector, has indicated to work with our product. Seeing the potential for collaboration between our application's technology and GeoNet's experience with geographical data, Kambe suggests integrating GeoNet's data into our platform. The partnership has the potential to improve the functionality of our application by giving users access to precise and comprehensive geographic data