

Persona

Name: Jean
Age: 55
Gender: Male
Situation: Married



Jean needs to find options about where to live according to his desires, living calm and not having to worry about the criminal rate on his new home as he has read and listened in the news the alarming rate of felonies in Mexico.

"Im planning to leave France to live my retiree life as an Expat in Mexico. I want to be sure that my life will be as calm and pleasant as can be in such a lovely country"

Role: Retired Worker

Organization: Software Company

Goals:

- Find a calm and pleasant place to live.
- Familiarized with data visualization and statistics.
- Wants a list of the best states to live and a list of states to avoid according to violence.

Challenges:

- Really visual learner.
- Prefers interactive visualizations
- Needs current data as he will move at the end of the year

Context:

- He will be interacting with the visualization on the Public Tableau profile as it will be posted on some Expats Blogs as a "Relevant Information" topic.