

User Persona: Academic Ada



Academic Ada

Key Attribute

- Academic
- Learner
- Curious
- Inquisitive
- Skeptical
- A-Type

Short Description

Academic Ada is a college-educated person who is interested in an overview of country data. They take an interest in economic and political happens in the world. They majored in politics and economics at university, and they are now a policy writer for a private firm.

Needs

This person wants to have access to a variety of country data in order to have an overview and visualization of country data. They want to have this data visualized in a digestible way to give them an overarching picture of each country and their inner workings.

Challenges

- They might get frustrated with any missing data, as they want to look at all the countries.
- If the visuals don't make sense or aren't displayed in a digestible way (scaling issues, too much information, etc.).

Opportunities

- Create a dropdown option for this user to sift through the different countries and their data, displaying that particular country's data for them to look at. This is helpful for Academic Ada when she is trying to look for numeric and categorical data.
- Use a grid design for the different indexes to display (happiness, economic freedom, human freedom, etc.).
- Have a scatterplot of some data to visualize where each country is placed for comparison purposes.
- Pick a color scheme that is not too harsh or too muted, but rather keeps Academic Ada engaged.

User Persona: Curious Connor



Curious Connor

Key Attribute

- Intellectual
- Academic
- Funny
- Enthusiast
- Quick-witted
- Logical
- Techie

Short Description

Curious Connor is a college student majoring in computer science and math. In his free time, he likes to learn about different fields of study that his majors don't cover. He doesn't know much about countries and would like a nice overview of the different data each country has.

Needs

Connor needs an app that can give him an introduction to country data. He was assigned in his Model United Nations (MUN) club to become a representative of a state. He would like to use this application to get a sense of this country's data and background to help make his case at the MUN conference.

Challenges

- Too much information that isn't digestible/visually appealing.
- Hard to find data about each country.
- Lack of sourcing information about data displayed (he needs it for his conference).

Opportunities

- Include icons and buttons to help Connor interact and search through the country data source and GitHub repository.
- Utilize a legible font and text sizing to highlight key points and information.
- Make it user-friendly for Connor by trying to have only 3 clicks at maximum to find the information needed.
- Include graphics, such as a map of the country and its neighboring states, to help Connor have a better understanding of its geography.