



William Martin

Project Manager @ ACME & CO

Demographics:	Male, Late 20s
Location:	Paris - France
Education:	Masters in Business Dev
Technology Literacy:	Intermediate
Decision Role:	Platform User / End User
Report Line:	To CEO

Story / Background & relationship with other personas

William is an enthusiastic project manager, his day-to-day job is to keep the company’s projects on track while trying to manage the resources and meet the deadlines. William can wear many hats in order to succeed in his job, he struggles to regroup all the KPIs he’s tracking in one place while keeping them frequently updated.

Pain Points to overcome

- Excel is a way to visualise KPIs but it’s difficult to use and it’s time-consuming to be frequently updated
- It’s difficult to regroup all the imporant metrics in one place.

Wants & Needs

- Connect / Upload all data sources to one platform;
- Practical way to visualize the company’s main KPIs;
- Data visualization to improve decision-making.
- Need a system that is more intuitive and requires less learning to be used.

Jobs-to-be-done using CaptainDash

- Use Data visualization to improve decision-making.
- Help update CSV files with data that is needed to create metrics within CaptainDash reports.