Sarah Joseph

Age: 45
Status: Researcher
User Profile: Sarah works for our organization as she researches the data and then submits into the website. She wants to make sure that the data is added correctly and the data is easy to use for any of our clients.

Motivations

- Impactful Research.
- likes to share her knowledge with others.

Frustrations

- She needs to be able to change any incorrect data.
- Technical Constraints, sometimes formatting data can be hard.

Goals

- Research Advancement as she needs to write thesis with the data she collected to help the organization gain more fame.
- Efficiency in Data Retrieval and processing.
- Publication and Dissemination as she wants to publish the researched datasets on website.

Challenges

- She needs an authenticated website as data needs to be reliable.
- She needs to be able to access any date and change it how she wants, however if she makes a mistake the system should be able to tell her.
- She needs to be able to add data without accidently deleting other data, so limited authorisation needs to be given.

John Ltd.

David

Age: 29
Status: Employed
User Profile: David works for a market research firm advising businesses on consumer behavior and market trends. He uses population data to segment target markets and identify potential business opportunities. He is the ideal user for the website. He wants demographics , purchasing power and consumer preferences.

Motivations

- Driving Business Growth.
- Meeting Client Needs.

Frustrations

- Data Limitations.
- Complexity of Analysis.
- Struggles with remembering his passwords.

Goals

- He wants easy access to the website. That means he can easily change his password.
- He needs processed data which he can directly use for his analysis.
- Requires insightful data.

Challenges

- He needs to be able to pass the authentication, so he regularly needs to change his password.
- He needs to interpret complex trends.
- He needs to be able to add data (data integration) as he needs to change the data into reports to suit his business needs.