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| Name | CHRIS CREATOR | RENE RESEARCHER |
| Persona | Form Creator & Editor | Researcher & Form Entry |
| Age From Gear | 32 Palo Alto, CA Mac OS, Safari, iPhone, iPad | 48 Atlanta, GA Windows OS 10, Internet Explorer, Android Phone, Android Tablet |
| About | Chis works at CEDAR and is instrumental in setting up Elements and Metadata Templates for researchers and team members. | Rene works at a Biotech company and uses CEDAR technology to enter metadata into her research results. |
| Quote | <i>"I need a tools that makes it easy for me to create Elements and Metadata Templates for a wide variety of people in the field. The tool has to be simple to use and understand, yet powerful."</i> | <i>"Digital is the key to reaching our core audience and it also helps us to remain environmentally conscious by not printing materials. We need to make the process of finding our products and buying them frictionless while growing our customers love of the brand."</i> |
| Goals | <ul style="list-style-type: none">Streamlined, but powerful form creationAbility to find dataEasy categorization of data | <ul style="list-style-type: none">Needs a convenient (maybe even fun?) tool for metadata entryAn easy way to search dataEasily find recent forms that she has worked on |