



Cornelius von Grünwald

“You can have data without information, but you cannot have information without data.”

Demographics

Gender:	Male
Age:	39
Location:	Mannheim
Relationship Status:	Married
Title:	Head of Sales at Caruso
Education:	Master of Arts in Business

Background Description

Cornelius is the Head of Sales at Caruso. He wants to present the data Caruso offers to potential customers but can't prepare appetizers by himself because of his lack of technical knowledge.

His colleague Annie can prepare appetizers for him but is busy with other work and can only invest little time to help him. He would like to be able to prepare them himself to fit his vision more closely.

Goals and Motivations

- Build trust with customers
- Present the Caruso data in a convincing fashion

Needs and Challenges

- Little technical knowledge
- Can't prepare data appetizers alone
- Current data appetizers are lacking

Behaviors

- Invests in the stock market
- Very sociable and extroverted
- Open to new experiences

How can we help?

- Provide a tool for making appetizers that is easily configurable by a non-technical user
- Offer visualizations of important data points