About

👔 Age 32 - 45   📍 Hixson, TN

💲 $85k - $125k   🏢 Information Delivery

💙 Married

Skills

Data Analysis ▬▬▬▬▬▬▬

Power Point ▬▬

Excel ▬▬▬▬

Tableau ▬▬▬▬▬▬▬▬

Goals

To find which database a certain item is located in

To accomplish the task quickly

Ryan

Business Analyst

Ryan is a business analyst with 10 years experience. He spends most of his work day generating Tableau reports. Outside of work, Ryan likes to spend time with his wife, children and family dog. He uses Facebook, Amazon and Netflix and is comfortable using those interfaces. Ryan values efficiency, speed and ease of use.

Issues

Too many results appear that he still has to sort through

Too many columns makes the information hard to digest

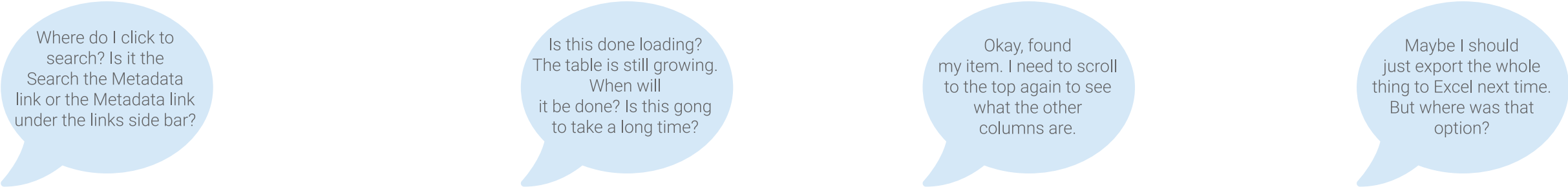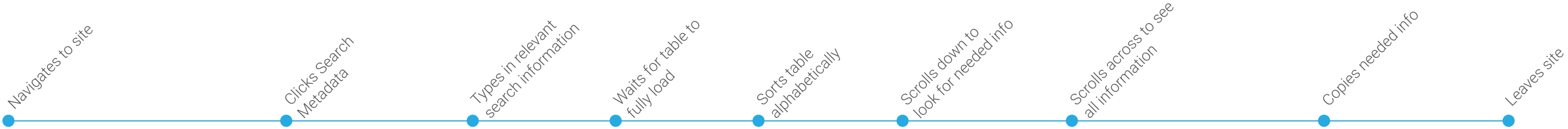Getting to the search table is confusing from the landing page
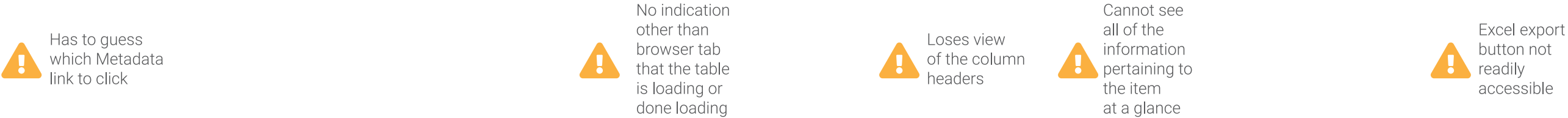
Journey Map

Ryan
Business Analyst

Phases

Arrive at web site	Search for item	Leave web site

Thoughts & Feelings

Where do I click to search? Is it the Search the Metadata link or the Metadata link under the links side bar?

Is this done loading? The table is still growing. When will it be done? Is this gong to take a long time?

Okay, found my item. I need to scroll to the top again to see what the other columns are.

Maybe I should just export the whole thing to Excel next time. But where was that option?

Actions

- Navigates to site
- Clicks Search Metadata
- Types in relevant search information
- Waits for table to fully load
- Sorts table alphabetically
- Scrolls down to look for needed info
- Scrolls across to see all information
- Copies needed info
- Leaves site

Pain Points

⚠️ Has to guess which Metadata link to click

⚠️ No indication other than browser tab that the table is loading or done loading

⚠️ Loses view of the column headers

⚠️ Cannot see all of the information pertaining to the item at a glance

⚠️ Excel export button not readily accessible

Opportunities

Make the Search Metadata link very evident to the user

Let the user know the table is loading

Only show table once all of the information is loaded

Fix columns in place and only allow the table rows to scroll

Present all information for an item in a way that the user can view the information together

Export button should be visible at all times