

Human Resources Manager



Olivia

Key Attribute

Analytical

Empathetic

People-oriented

Decision-maker

Short Description

Olivia is an **experienced HR manager** with a keen **interest in fostering a positive work culture**. She **values data-driven insights** to make informed decisions, improve employee engagement, and enhance overall organizational performance.

Needs

- Access to comprehensive employee engagement metrics
- Real-time insights into turnover rates and reasons for attrition
- Tools for identifying talent management improvement areas
- Integration with HR processes to streamline decision-making

Challenges

- Balancing multiple HR responsibilities with limited time
- Addressing employee concerns and conflicts proactively
- Having a one-stop shop for all analytics, survey results, information on requests
- No easy way to pull data for data requests

Opportunities

- The dashboard can provide real-time insights into employee satisfaction and engagement surveys, enabling Olivia to address concerns promptly
- Analytics on employment status can help in designing retention strategies
- Demographic and satisfaction metrics can guide improvements in professional development programs
- Easy method of extracting data (behind the visuals in the dashboard) will allow for ease of understanding process and onboarding new HR members, as well as making changes to visuals

Executive Leadership



Daniel

Key Attribute

Visionary

Data-driven

Strategic thinker

Results-oriented

Short Description

Daniel is a **forward-thinking executive leader** with a **focus on building a strong organizational culture**. He believes in **using data to drive decision-making** and is committed to ensuring that the company remains an employer of choice.

Needs

- Gain a high-level overview, almost executive summary of the organization's employee engagement metrics
- Understand the impact of HR initiatives on overall business performance
- Identify areas for improvement in talent management and leadership development

Challenges

- Balancing short-term and long-term HR strategies
- Ensuring that HR initiatives align with the company's strategic and diversity goals
- Communicating the value of HR investments to stakeholders

Opportunities

- The dashboard can provide executive-level summaries of key HR metrics, giving Daniel quick insights into employee engagement trends
- Comparative analytics can showcase the impact of HR strategies on key performance indicators
- Visualization of talent development metrics can highlight the success of leadership programs