Katherine Rose

Age: 28
Residence: London, United Kingdom
Education: BA in History
Occupation: Aspiring business owner

Nationality: British
Family Status: Single

I want to start a business, but I don't know where to do it

Katherine plans to start her own consulting firm in London, but is having trouble deciding on the specific location to do so. She believes that looking at past data on business demographics in different areas in London can help her to choose a location that gives her new business that best chance of long-term survival.

IT Skill Level

Word, Excel and Powerpoint

Programming

Web Apps

Has experience with web apps through frequent use, such as through online shopping and streaming platforms.

Frequently Used Devices

Mobile Phone

Laptop

Sources of Information

Personal Network

Social Media

News Articles

Needs

- To start her own firm in London
- To know which area in London gives her the best access to labour markets, customers and services related to her business
- Data that is presented in a simple manner and is easily understandable

Wants

- To start a firm that grows continuously for over ten years
- A clear answer on the area in London that gives startups the best chance of long-term survival

Pain Points

- Doesn't know how to assess whether an area is conducive for business survivability
- Doesn't have experience in entrepreneurship
- Has little experience working with data

Behaviours

- Plans to use the web app intensively before choosing the location to launch her firm
- Also plans to use the web app when her business is deciding where to expand to