

Angel



Job Title

data analyst

Age

18 to 24 years

Highest Level of Education

Bachelor's degree (e.g. BA, BS)

Social Networks



Industry

Technology

Organization Size

11-50 employees

Preferred Method of Communication

- Phone
- Email
- Text Messaging
- Social Media
- Face-To-face

Tools They Need to Do Their Job

- CRM Software
- Content Management Systems
- Email
- Invoicing Software
- Reporting Software
- Employee Scheduling Software
- Word Processing Programs
- Business Intelligence Dashboards

Job Responsibilities

content analysis

Their Job Is Measured By

productivity

They Gain Information By

trusted online sources data provided to them

Goals or Objectives

Better information access and a way to update information that is given to her

Scenario

Angel starts her day with a morning coffee, then heads up to the office to start her job. She spends 4 hours checking if there is any new data provided and adds it to her current data set.

Once that has happened she then looks at the trends in the data . she currently says her data is really hard to read and is not in a simple format.

Biggest Challenges

- Resources
- Professional Development
- Problem Solving & Decision Making

Needs and expectations

- she wants a more effective way to represent her data because it is currently not formatted.
- would love to have a system with automated features/advanced features that can represent only a part of the data.

Anxieties and motivations

- About adopting a new system of gaining information on the population to have the most effective way of selling products
- motivated to create a new working system