Data Oriented Intermediate User: Ramonda

Demographics

28 years old

Ramonda works as a journalist for the *Wakanda Times*. She does not write about data, but looks for statistics that provide background and context for the topics she is covering.

Ramonda lives with her partner but they have no children yet.

Key Goals

As a journalist, Ramonda is constantly looking for many different angles to support the stories she is working on. This means she comes to the Stats Wakanda website with a very specific goal in mind, not just to browse around. She does look at both data tables and visualizations, but she uses only the data for her articles. A graphical designer at her editorial office will create charts or infographics from those data when necessary.

“The challenge lies in finding the right data and understanding their strengths and limitations.”

Main tasks

- Searching for visualizations and raw data
- Reading basic facts, summaries, and key indicators
- Drilling down for detailed data
- Downloading specific tables or data series
- Sometimes taking screenshots to show the graphic designer how the data might be presented

This persona is based on work by Eurostat’s DIGICOM project.
Visually Oriented Intermediate User: Shuri

Demographics

21 years old
Shuri studies Political Science and International Relations at the Wakanda National University. She is currently in the third year of her bachelor's program.
She lives in a shared student house near campus.

Key Goals

Shuri typically visits the Stats Wakanda website when she needs to put things in a national perspective for her studies. Although she has a specific goal in mind, she often deviates from that goal and explores other topics that catch her interest.

While she can interpret tables, she prefers charts and maps because they are easier to interpret and give her an overview more quickly.

“I know that raw numbers are the foundation, but a good chart gives me a big picture understanding.”

Main tasks

- Searching for basic facts, summaries and overviews
- Browsing for reports, publications, and visualizations
- Copy/pasting text and making screenshots
- Citing data and documents

This persona is based on work by Eurostat's DIGICOM project.
Personally Interested Light User: Eric

Demographics

42 years old

Eric teaches history in high school. He is very interested in current events and checks statistics out of personal interest.

Eric is married with two children. He lives in the suburbs and commutes to work on his bicycle.

Key Goals

Although Eric occasionally uses an article or visualization from Stats Wakanda for one of his classes, he normally visits the website more out of personal interest. Usually he arrives by clicking on a Facebook post or tweet that intrigues him, often from threads engaged in political discussion.

Looking at visualizations or skimming the occasional report is where it stops for Eric. He never downloads data and rarely digs deeper than the first link.

"I like to have a general sense of what’s going on but I’m not a specialist and don’t care about the fine details."

Main tasks

- Checking out visualizations that he gets from Facebook and Twitter

This persona is based on work by Eurostat’s DIGICOM project.