

Project manager for a planning and engineering consulting firm. Needs project-specific data to meet contracted goals and regulatory requirements.

Behaviors

- Attends industry conferences to keep up with best practices in his field.
- Travels for work often, sometimes internationally.
- Enjoys solving one type of problem really well.
- Sometimes works long hours, and just wants to relax whenever he gets a chance.
- Creates specific kinds of data, when the project requires.

Specificity (answers a question about a place, exactly)

HIGH

USER DATA NEEDS

User-Ready Formatting (e.g. charts, graphs, reports)

Detail (geographic and attributes)

Machine-Readability

Needs & Challenges

- Knows what he's looking for, but sometimes needs help from local experts to know where to find it.
- When working in a new place, uses reports, graphs and charts to get familiar.
- When it's time to get the work done, needs clean, high-quality, detailed, machine-readable data for the people on his team.