

# Jeremy the Junior



Age: 18 - 21  
Occupation: Undergraduate Student

## Scenario

Student in STATS 68 (Statistical Computing and Exploratory Data Analysis) course. Professor assigns a collaborative project that requires use of JupyterLab. Jeremy is an occasional user of JupyterLab. Professor uploads data to cloud storage and expects students to access and use it.

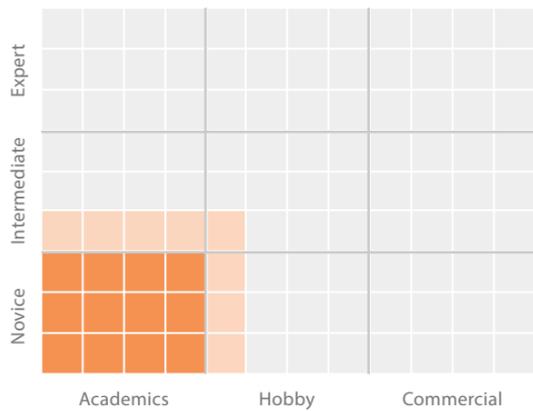
## Quotes

- "I wish I could have easier access to the files."
- "I didn't understand that what I see in JupyterLab is actually my file."

## Motivations



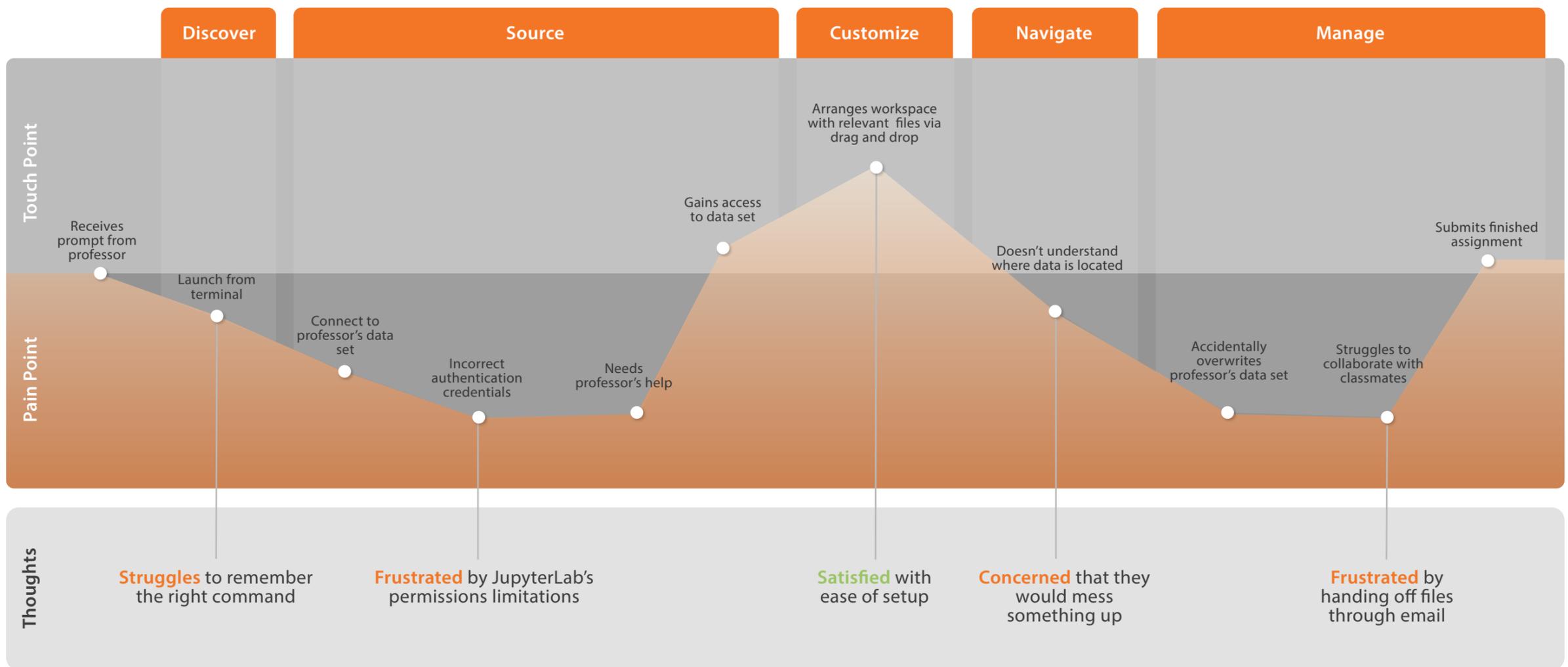
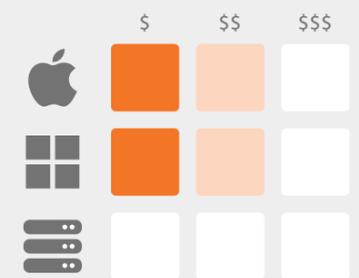
## Expertise Matrix



## Goals and Expectations

- Learn data science with instructor-provided data sets
- Group projects with peers that follow non-linear working patterns are common
- Expects most data to be locally stored and readily accessible

## Computing Power



# Isaac the Intern



Age: 24  
Occupation: Intern

## Scenario

An intern at a health science research lab. Isaac supports the senior level researchers who are exploring viral mutation rates. He is working together with a senior researcher to create data models for a published paper.

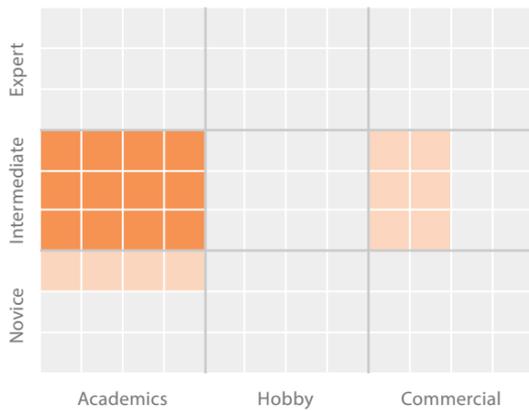
## Quotes

- "I wish it were easier for me to rename new files."
- "It would be nice to have easier access to remote files."

## Motivations



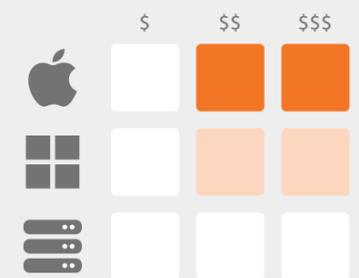
## Expertise Matrix



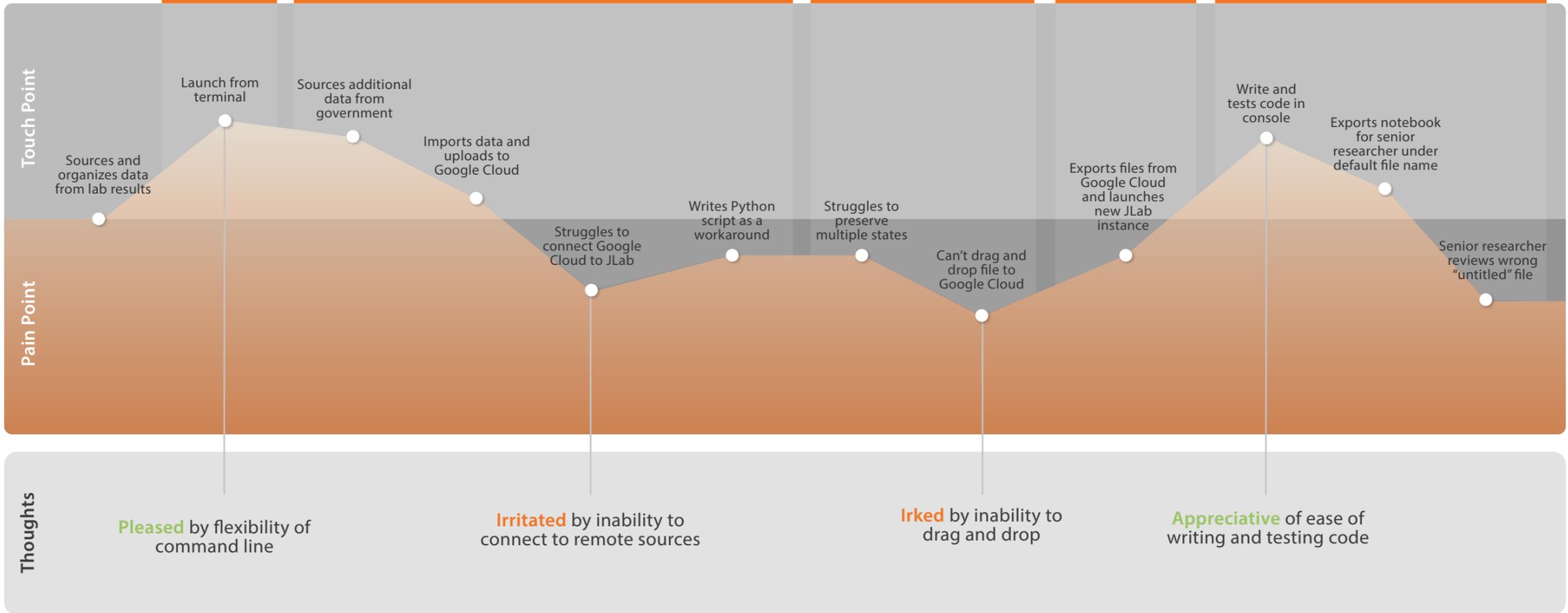
## Goals and Expectations

- Establish reputation in the data science community
- Wants to view data from different lenses to ensure the validity of his models
- Uses diverse data sources in a cohesive fashion
- Produce work that can be replicated

## Computing Power



## Process Flow: Discover, Source, Customize, Navigate, Manage



# Denise the Developer



Age: 32  
Occupation: Developer

## Scenario

Developer at an investment firm who works daily with a portfolio management application. She uses public and private data sets to create investment models to project market trends.

## Quotes

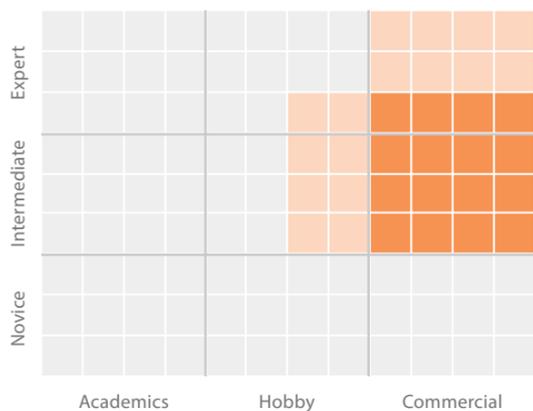
"I wish I could preview large data sets in JupyterLab."

"I'm keeping track of a lot of different states at the same time."

## Motivations



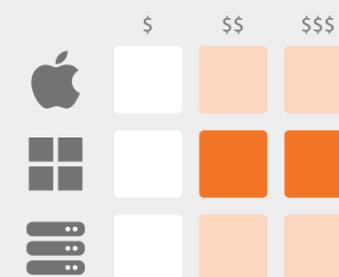
## Expertise Matrix



## Goals and Expectations

- Expects to receive data from multiple sources outside of JupyterLab
- When working with collaborators, expects seamless handoff
- Expects to continuously update data sets and re-run investment models

## Computing Power



## Discover

## Source

## Customize

## Navigate

## Manage

Touch Point

Pain Point

Thoughts

Analyzes market trend

Launch from terminal

Locates data file

Downloads .CSV's

Organizes .CSV's outside of JLab

Arranges workspace with relevant files via drag and drop

Write and tests code in console

Exports finished model

Search data pipeline for relevant file

Successfully connects to API

API connection times out

Tries to access second workspace simultaneously

**Annoyed** by lack of search capability in JupyterLab

**Bothered** by interruption to work flow

**Concerned** that they will lose their active work

**Excited** to see results

# Salma the Scientist



Age: 46  
Occupation: Sr. Data Scientist

## Scenario

Senior data scientist who collaborates with peers often and sources her data daily when using JupyterLab. She is working on a report for senior leadership regarding recent customer trends.

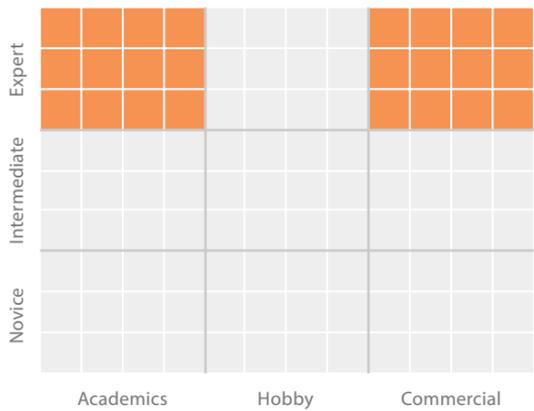
## Quotes

- "We data scientists could live on .CSV files."
- "If you could pop open the first five rows of a .CSV file in a matter of milliseconds, that would be great."

## Motivations



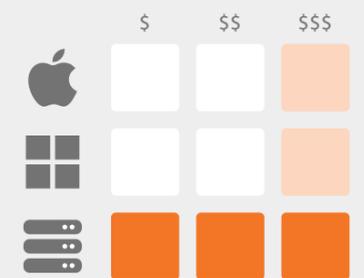
## Expertise Matrix



## Goals and Expectations

- Maintain data pipeline
- Ability to "free the data" from its host file system structure
- File versioning/history
- Produce cutting-edge data science models
- Ability to easily work with wide variety of data types

## Computing Power



## Discover Source Customize Navigate Manage

