



THE RECIPIENT

Data Consumer

Name: Gabrielle Winter **Age:** 32 **Occupation:** Business Development **Location:** Multiple Locations

Gabrielle is all about data. She wants to slice and dice the USASpending data for her own purposes and needs the data to be complete and reliable so she can do her job.

Gabrielle is an avid cyclist and lives in Fairfax, VA with her husband and new daughter.

“ I need market intelligence so I can make decisions that advance our business. ”

Goals & Tasks

Gains market intelligence:

- What contracts have been awarded to a specific set of competitors. Filters on: NAICS #s for types of companies and PSC code for types of work
- When contracts may be up for recompute
- Total addressable market—e.g, all spending for a particular agency

Attitudes & Motivations

- Motivated by winning federal contracts; understanding agency spending and gaining intelligence about competitors
- Data is not always trustworthy. There is not enough care taken when data is going in

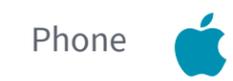
Pain Points

- Not enough granularity. Wants to see
 - Awarding office (not just agency)
 - Funding account
 - Better breakdown of services rendered.
- Data is not standardized (e.g., multiple entries for same contractors)
- Slow downloads
- 8 fields defining buyer is too many

Skills



Tools



Design Implications

- Needs easy data downloads
- Needs ability to create and save reports
- Needs ability to see quality rating of data
- Needs ability to see multiple years
- Needs ability to create alert when contracts may be up for recompute