Jenny // The Leeds Data Citizen

26, Systems Analyst

SKILLS	DATA DESIRE	UPLOAD DATA	ENGAGEMENT
IS ABLE TO USE A DATA SOURCE AND REPURPOSE IT INTO A SET OF RESULTS.	WANTS TO WORK WITH DATA.	DOES NOT HAVE A NEW DATASET TO UPLOAD.	IS ENGAGED WITH THE CONCEPT OF OPEN DATA.

About Jenny

Jenny is an enthusiast in all senses of the word. She enthuses about her work and takes it home and when she is at home she does things which most people would consider work and her interest in open data is one of these things.

Her passion for it started when she was looking at moving homes and started drawing up a map of which locations had the best schools and the cheapest house prices but it has grown from there. She has grown from there and is mashing up everything she can find now. Normally she publishes the outcomes on his blog and on public facing data platforms and then joins in message board discussions to talk about what the data says but mostly about what can be done with the data.

The discussions is all about what other datasets might be usefully mashed into this one and where that data could be sourced. This is the exciting part of Jenny's involvement. She gets a buzz from telling someone that she mashed up Post Codes with Parcel Delivery and crime figures to create a dataset on which areas were safest because they were populated during the day.

Jenny's data is not always used. Occasionally on the fora she visits a journalist or someone from the council will call by and ask a few questions and maybe something will come out of that but Jenny is less interested in the spin around data and more interested in what it can tell people. The analysis of data is something she has a few thoughts on but she knows that what he does is serve up interesting data, datasets and visualisations and lets everyone draw their own conclusions from that.
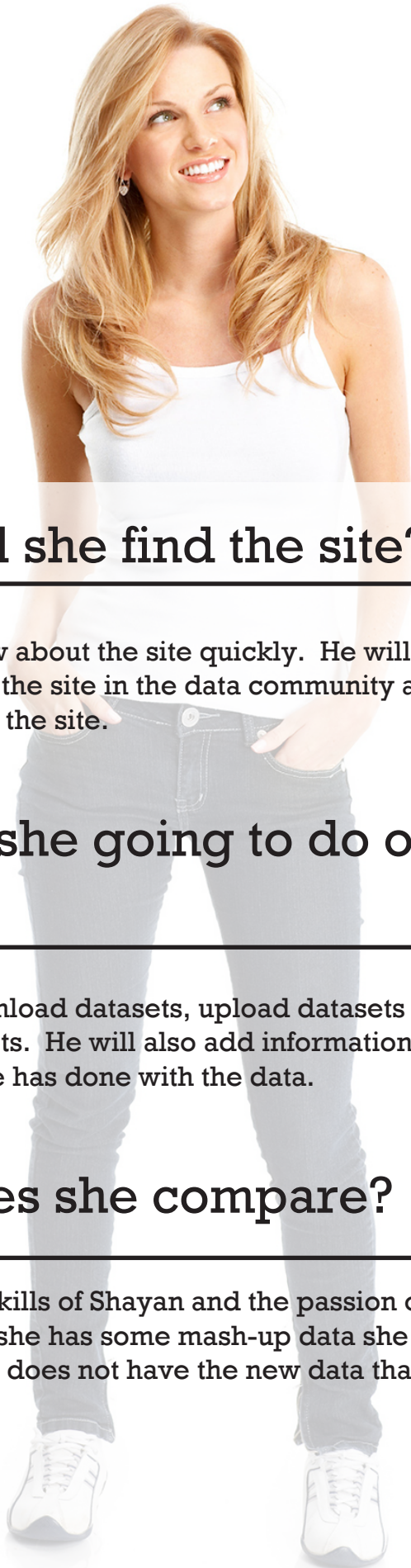
How will she find the site?

Jenny will know about the site quickly. He will hear the chatter around the site in the data community and that will be his way into the site.

What is she going to do on the site?

Jenny will download datasets, upload datasets and comment on datasets. He will also add information about and links to what he has done with the data.

How does she compare?

Jenny has the skills of Shayan and the passion of Solomon. Unlike Shayan she has some mash-up data she can add to the site but she does not have the new data that Solomon has.

Solomon // The Excited Uploader

40, Transport Manager

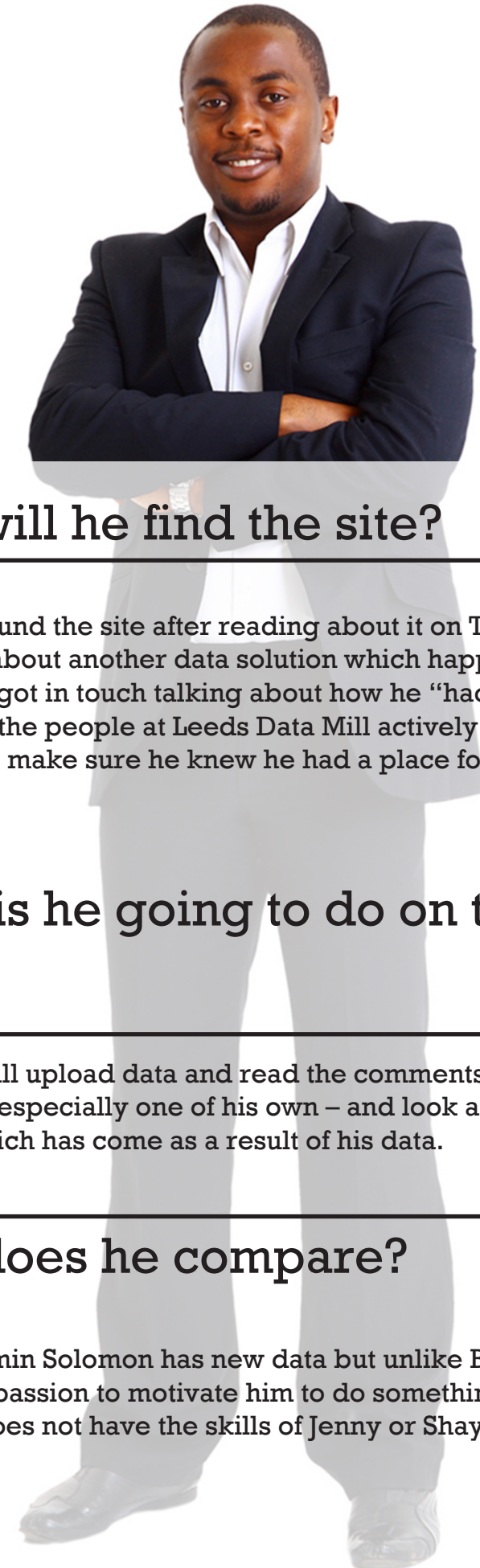| SKILLS	DATA DESIRE	UPLOAD DATA	ENGAGEMENT
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About Solomon

Solomon is happy with his world. He has a nice job that does not tax him and that leaves him with enough time for his passions which he jokingly calls the two Fs: Football & Family, in that order. He is community spirited and proudly from Leeds. He wants Leeds to lead the country and while he does not have a lot of time on his hands to help do that he'll do what he can.

His job as a transport manager has seen him gather up a lot of data about Leeds. The trackers in the trucks check in every half a minute and this has given him an indication as to where the traffic jams happen in the City and at what times. He is not sure that this information is useful but he has heard whispers about the idea that people can do things with this data and so started looking for someone to give it to.

The data is not especially private although some of the people in the company do not understand why he does it and worry that he is giving away the customer secrets. Nevertheless after someone had analysed his data and mashed it with someone else's data they were able to tell him where the worst jams happened and he routed his trucks around them. He saves the company money now.

So he carries on uploading his data every month and occasionally something comes back from it but most often he hears nothing. That does not worry him though because he has already got a result from uploading. Occasionally he forgets and he feels bad for that. Those data people are onto something and they helped him, he hopes they can help other people and that will help Leeds.

He is an advocate for Open Data now and tells people his story. It's a good solution and an interesting part of his job.

How will he find the site?

Solomon found the site after reading about it on Twitter/Facebook about another data solution which happened in Leeds. He got in touch talking about how he "had something" and the people at Leeds Data Mill actively went after him to make sure he knew he had a place for his data.

What is he going to do on the site?

Solomon will upload data and read the comments around a dataset – especially one of his own – and look at visualisations which has come as a result of his data.

How does he compare?

Like Benjamin Solomon has new data but unlike Benjamin he has the passion to motivate him to do something with it. Solomon does not have the skills of Jenny or Shayan.

Shayan // The Interested Party

32, Legal Secretary

SKILLS	DATA DESIRE	UPLOAD DATA	ENGAGEMENT
IS ABLE TO USE A DATA SOURCE AND REPURPOSE IT INTO A SET OF RESULTS.	WANTS TO WORK WITH DATA.	DOES NOT HAVE A NEW DATASET TO UPLOAD.	IS ENGAGED WITH THE CONCEPT OF OPEN DATA.

About Shayan

Shayan has done well in his life and got to a point where he has a nice job and a nice home. He is thinking family thoughts and likes to help out his local community. He is satisfied and – and he would apologise for the smugness of the statement – thinks he has found a little bit of the secret of life. "You don't get big revolutions around here" he says, "but if you look carefully you can see the small ones."

He has been a blogger for years, that has subsided a bit, and he knows his way around data and Maths. He has all the skills that would be needed to start working with data from a rookie level but he has never found a project which requires it and so his free time is taken up blogging or working with a community nature group he is a part of.

He has a background understanding that this group could do something with big or open data but she has no need to focus on that. He tackles problems the group but data has yet to suggest itself as a solution for him. He would be interested in seeing how other people have solved problems using data. "They are using data in ways you've never think of" he says.

Shayan sees conversations about data when the subject comes up on other message boards and social media but has not engaged other than to find it interesting. He has the tools that he needs to engage but he does not have a reason to. Without that though he is keen to stay ahead of the curve and wants to know more about what the progressive people in Leeds are doing.

How will he find the site?

Shayan finds Leeds Data Mill through chatter on social media and articles in the general media about data. He may search for "Data Leeds" or similar to find the site.
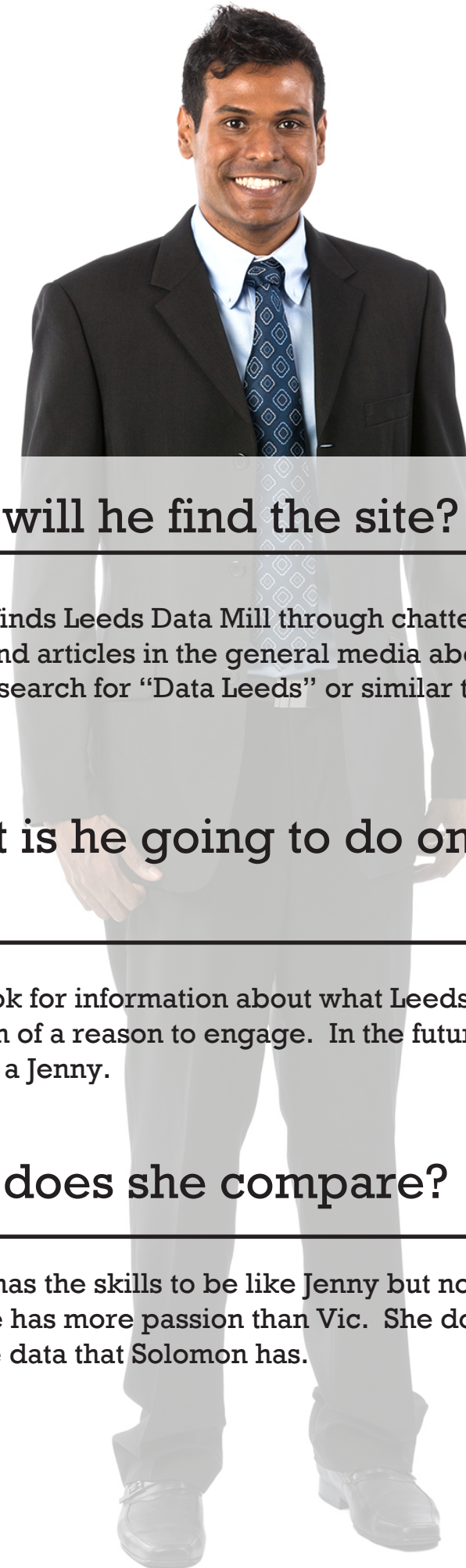
What is he going to do on the site?

Now, look for information about what Leeds Data Mill in search of a reason to engage. In the future he may become a Jenny.

How does she compare?

Shayan has the skills to be like Jenny but not the passion. He has more passion than Vic. She does not have the data that Solomon has.

Benjamin // Leeds City Council

41, Local Authority Refuse Disposal Manager

SKILLS	DATA DESIRE	UPLOAD DATA	ENGAGEMENT
IS NOT ABLE TO USE DATA SOURCES AND REPURPOSE IT INTO A SET OF RESULTS.	DOES NOT WANT TO WORK WITH DATA.	HAS A NEW DATASET TO UPLOAD.	IS NOT ENGAGED WITH THE CONCEPT OF OPEN DATA.

About Benjamin

As a part of his job Benjamin has to make public information about the refuse collections that he is involved in. The department generates a lot of numbers about collections made, collections missed, tonnes picked up, tonnes recycled and so on and Benjamin finds no interest in those numbers at all but he has to find a way to put them into the public domain.

He publishes the data on data.gov.uk every month and it is not an especially onerous part of his job although the Report he has to write for his superiors justifying how he is fulfilling the responsibility to make data open. When he discovered Leeds Data Mill he wondering if it was just more Hackers doing whatever it is they do but the council is behind it and it serves the local area so he needs to get involved.

He is not interested in the discussions about the datasets nor is he especially interested someone looking at these numbers and telling him how they could run his department better. That said were someone to bring him a good idea then he would be a fool to ignore it. Benjamin wants to finish up and have a beer at the end of the day and whatever makes his life easier is good for him.

How will he find the site?

The site finds Benjamin through a campaign to get Leeds Data Mill into Leeds City Council. He gets an email from his boss tersely saying "Something for you?" and goes to the website to find out more about why he needs to upload to Leeds Data Mill.
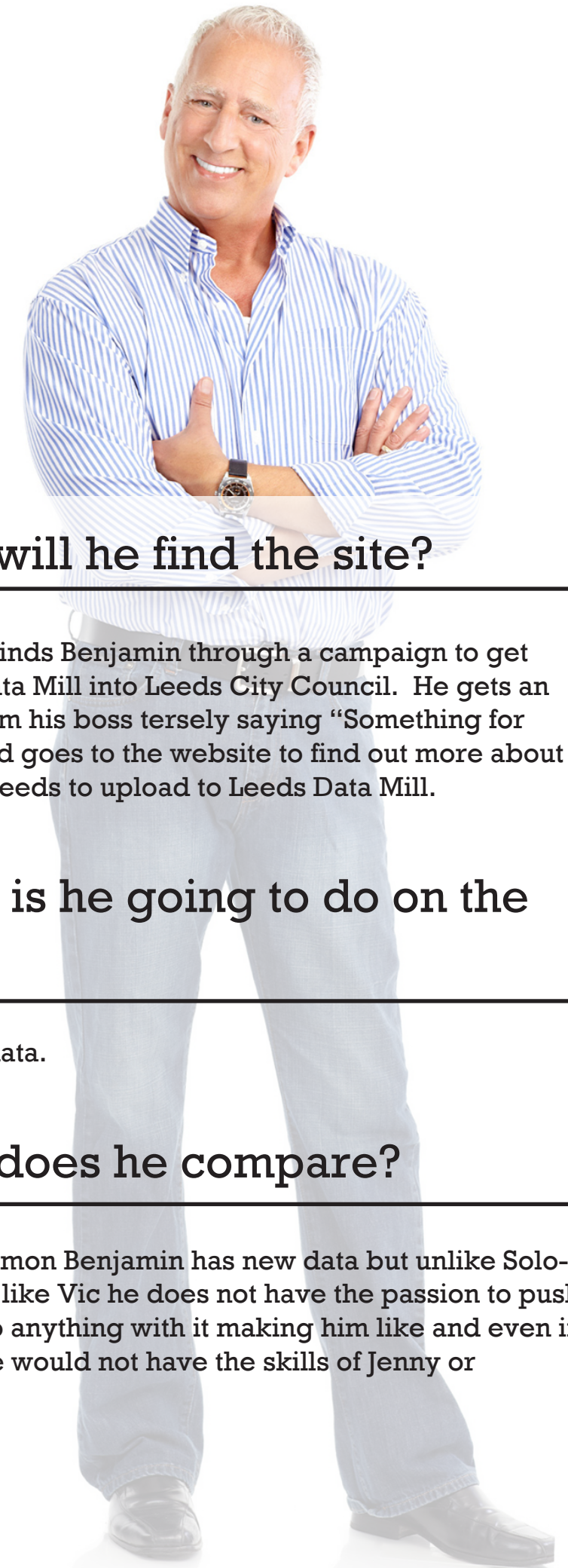
What is he going to do on the site?

Upload data.

How does he compare?

Like Solomon Benjamin has new data but unlike Solomon and like Vic he does not have the passion to push him to do anything with it making him like and even if he did he would not have the skills of Jenny or Shayan.

Vic // The Other Leeds Citizens

36, Office Manager

SKILLS

IS NOT ABLE TO USE DATA SOURCES AND REPURPOSE IT INTO A SET OF RESULTS.

DATA DESIRE

DOES NOT WANT TO WORK WITH DATA.

UPLOAD DATA

DOES NOT HAVE A NEW DATASET TO UPLOAD.

ENGAGEMENT

IS NOT ENGAGED WITH THE CONCEPT OF OPEN DATA.
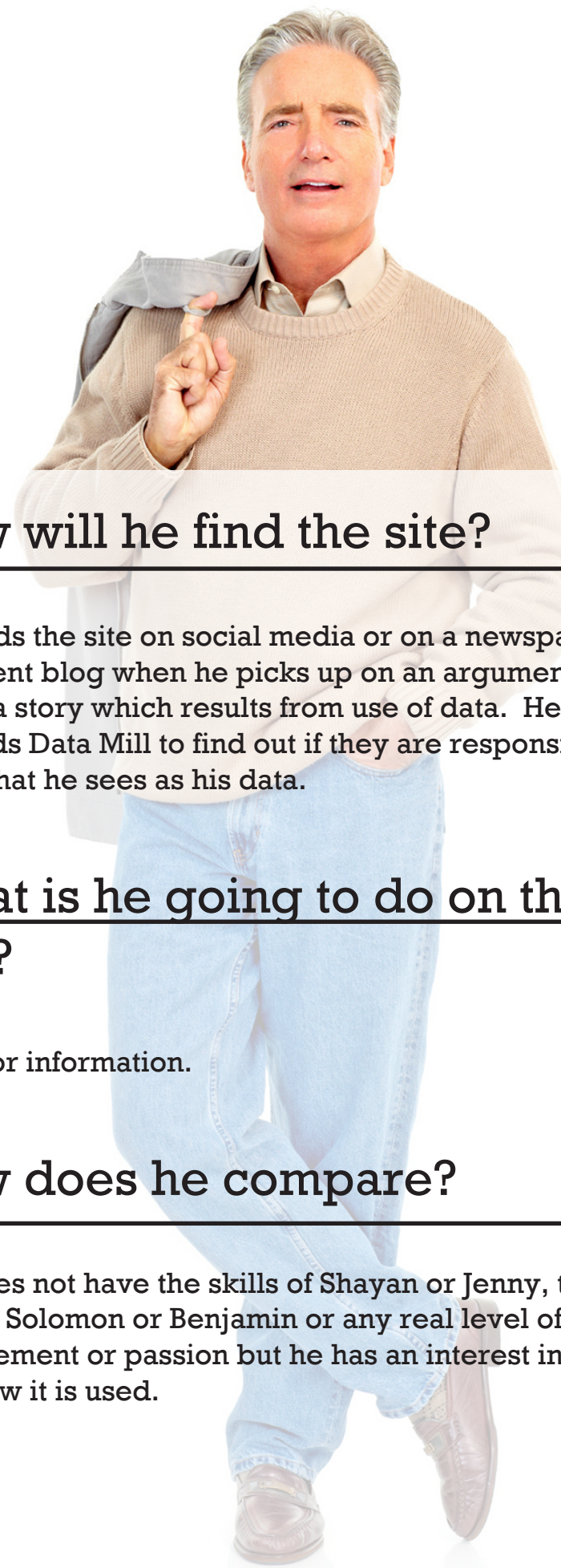
About Vic

Vic is the general public. He has no data to make public nor is he massively interested in data although he reads the odd story in the Yorkshire Evening Post about how this data stuff has changed something important.

All these stories makes him worried though. All this talk of data makes Vic wonder what people know about him and what they are doing with that information. "First its post codes and then they are stopping you from getting cancer care because you once bought a packet of smokes from Tesco in the nineties" he says to friends as a one-liner. That masks he real worries though.

But Vic is not a Luddite. He understands that open and big data can make big changes. It makes sense that if you can find out a lot of information about people you can make a difference but he is troubled about what people can find out about him.

The benefit of open data to him is not clear to him. He knows that people use data to solve problems but all he hears at the moment is chatter about "data solutions" which do not seem important to him.Until he knows what something can do for him he is reticent.

What he would like to know is that someone in Leeds is responsible with the data they have about him and he worries that like the banks all the talk of the data not identifying him will turn out to be rubbish. If no one is in control of data he would rather than no one had it.

How will he find the site?

Vic finds the site on social media or on a newspaper comment blog when he picks up on an argument about a story which results from use of data. He goes to Leeds Data Mill to find out if they are responsible with what he sees as his data.

What is he going to do on the site?

Look for information.

How does he compare?

Vic does not have the skills of Shayan or Jenny, the data of Solomon or Benjamin or any real level of engagement or passion but he has an interest in data and how it is used.