

Amy Poehler

“Between looking after my sons, doing the shopping and work I have a lot on my plate... it's hard to keep track.”



Age: 51
Occupation: Area HR Manager
Location: Gosforth, Newcastle
Status: Married
Etc: Mother of two
Phone type: Nexus 5, Android
Computer skills: 3/10

Committed

Busy

Non-tech savvy

Interests

- Cooking
- Cycling
- Reading
- Painting
- Philosophy
- Volunteering

Goals

- Make sure everything is looked after for the kids
- View the days tasks to get to grips with and plan the day
- Create and persist lists for shopping and other day to day tasks
- Not have to worry about technical ability when making lists and whatnot

About

Amy is a classic working mother of two, who juggles looking after her 14 and 15 year old sons with work and a wide array of hobbies. Amy lives a busy life, and is responsible for doing certain things for the family, like the grocery shopping, sewing the boys clothes and generally keeping the house in order.

Amy likes to make little notes for herself with a task or reminder on it so she can remember to do things later on. She usually sticks the notes to her fridge to remind her. Sometimes the notes go missing or she forgets about them.

Whilst she never used to carry her phone about with her, Amy finds that she needs to keep her mobile on her at all times now as she could receive a call from work or from her boys. This leads Amy to think that she should be better utilising the possible functionality of the device. She thinks it would be great if there was a way she could keep her weekly shopping list on her phone, and also keep notes of all the tasks that she has coming up!

Due to her limited technical experience, it is of paramount importance to Amy that the applications she uses are easily operated, and laid out in a way that she knows as familiar.