# Persona 1 – John Smith

What did they need the watch for – time management

What would they feel – they would be pleased with the opportunity to have a watch since that would allow them to keep better track of their schedule and meetings.

Are their needs fulfilled - yes, their needs would be fulfilled by helping them with their challenging day.

# Persona 2 – Jacob Yorkshire

What did they need the watch for - unknown

What would they feel – indifferent, perhaps even hostile, seeing smartwatches as just more e-waste

Are their needs fulfilled – no, their needs cannot be filled by a smart watch

# Persona 3 - Sofia

What did they need the watch for – Help with communication with manager.

What would they feel – They might still be frustrated with their manager however they might now have a more consistent way to communicate queries relating to work.

Are their needs fulfilled - Not entirely but the smartwatch does make work less frustrating to deal with.