

# William



36 year old family man who has little time to coordinate family time because of work. Not very tech savvy but understands the basics of his cell phone. Sometimes needs to be reminded of important events.

## Work

- Has limited free time.
- Remote locations with little service.
- Fast paced environment.

## Goals

1. Become organized
2. Spend more free time with family.
3. Wants to improve overall lifestyle

# Allison Green

37 year old project manager who is always on the go balancing work and family life. Understands the importance of technology.



## Traits

Organized with the ability to learn new technology quickly. Utilizes her phone's maximum potential for personal and work life balance.

## Dislikes

- Missing important events
- Unreliable applications
- Lack of correspondence due to no phone service

## Overview

Allson prefers to keep life as balanced as possible. With responsibilities as a project manager and mother she needs to be able coordinate with employees and family members. Allison is looking for a better way to stay on top of her tasks so that she may be just as efficient as she is now.

## Grandpa Jack

Age: 75

Status: Widower

Location: Seattle, Washington

Tech Knowledge: Little to none



## Background

Grandpa Jack lives alone and often has trouble using new technology. He has several children and grandchildren that often communicate through text and email. Grandpa Jack has difficulty keeping in touch in the aforementioned methods.

## Key Points

- Grandpa Jack wants to keep in touch with his family and is hoping that there is a way to make it simple for him.
- Currently uses a voice assistant to help make using his cell phone easier but it lacks many command capabilities and features.
- Sometimes loses cell service due to weather and the location of his home and cannot access his voice assistant.
- Looking for an easily accessible application that will make using his phone easier than it is now, even without phone service.