

Basic information



Alex Carter

Age 29

Location Austin, Texas

Occupation Freelance graphic designer

Income \$ 55,000/year (variable, project-based)

Creative, independent, mildly perfectionistic, values flexibility, slightly introverted but enjoys connecting with like-minded people online.

USER journey

- **Awareness:** Alex discovers your productivity app through an X post from a fellow designer praising its sleek design and time-saving features.
- **Consideration:** They visit your website, watch a quick demo video, and sign up for a 14-day free trial after seeing it integrates with Figma and Google Calendar.
- **Decision:** During the trial, Alex uses the app to manage a rush project—setting deadlines, tracking hours, and sending client updates. Impressed by the simplicity, they subscribe to the \$10/month plan.
- **Usage:** Alex customizes the app's dashboard with a dark mode and minimalist layout, using it daily to juggle multiple clients.
- **Advocacy:** After a month, they tweet about how the app “saved my sanity” during a busy season, tagging your startup.

Goals

User goals

- **Primary Goal:** Streamline their workflow to take on more clients and increase income without burning out.
- **Secondary Goals:**
 - Stay organized with deadlines and client communications.
 - Build a stronger online portfolio to attract bigger projects.
 - Achieve a better work-life balance to spend time on personal creative pursuit

User wants and needs

- **Tech Usage:** Heavy user of design tools (Adobe Creative Suite, Figma), communicates via Slack and email, manages tasks with a mix of Google Calendar and sticky notes.
- **Shopping Habits:** Researches products thoroughly online, reads reviews, and prefers subscriptions with free trials over upfront purchases.
- **Social Media:** Active on Instagram (for portfolio inspiration) and X (for networking and industry trends).
- **Product Preferences:** Loves customizable interfaces, hates steep learning curves, prioritizes mobile accessibility since they're often on the go.

Pain points

User pain points

- **Disorganization:** Juggling multiple clients leads to missed deadlines or forgotten follow-ups.
- **Time Management:** Struggles to estimate how long tasks take, often overcommitting to projects.
- **Tech Fatigue:** Frustrated by tools that promise efficiency but require hours to set up or learn.
 - **Income Instability:** As a freelancer, inconsistent workloads make budgeting tricky—Alex needs tools that justify their cost.
 - **Creative Burnout:** Too much admin work leaves little energy for personal art, which is a big motivator for them.