

Bio

Sarah is a busy college student majoring in Marketing. She is involved in various extracurricular activities and struggles to keep track of all her assignments, meetings, and social events.

Motivations

Sarah is motivated to excel in her studies and build a successful career in marketing. She values efficiency and productivity in her daily life.

Devices

iPhone, Laptop, Tablet

Sarah Johnson



Age/Gender 20/Female

Location
New York City,
NY

Occupation

Occupation

College student



Goals

To stay organized and focused on her academic and personal goals, improve time management skills, and reduce stress.

Pains

Sarah often forgets important deadlines, events, and appointments, causing her stress and anxiety. She feels overwhelmed by the numerous tasks she needs to juggle.

Brand Affiliations

Apple, Microsoft, Starbucks

Bio

Emily is a diligent college student majoring in Computer Science. She is highly organized and always looking for ways to enhance her productivity.

Motivations

Emily is motivated by achieving academic success and staying on top of her responsibilities.

Devices

iPhone, MacBook

Emily Smith



Age/Gender **20/Female** Location
New York City



College Student

Family Status
Single

Goals

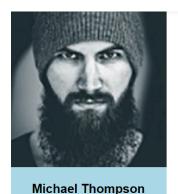
To maintain a balanced schedule between classes, extracurricular activities, and personal time.

Pains

Struggles with remembering important deadlines, class schedules, and managing her time effectively.

Brand Affiliations

Apple, Google



Location

New York City

Family Status

Single

20/Male

Occupation College Student

Bio

Michael is a sophomore studying computer science at a local university. He is dedicated to his studies but struggles to stay organized with assignments, exams, and extracurricular activities. He is tech-savvy and values tools that help him streamline his daily

Goals

To improve time management and academic performance

Motivations

To succeed in his studies and secure a good job after graduation

Devices

iPhone, Laptop, Tablet

Pains

Difficulty keeping track of deadlines, appointments, and social events

Brand Affiliations

Apple, Google, Microsoft





21/Male

New York City, USA

Family Status

Single

Occupation

College student

Bio

Alex is a busy college student studying engineering. He is highly motivated to succeed in his academics and extracurricular activities.

Goals

To excel in his studies, manage his time effectively, and stay organized with all his commitments.

Motivations

Achieving academic success,

staying on top of deadlines, and being involved in various campus activities.

Pains

Struggling to balance his coursework, club commitments, part-time job, and social life. Often forgets important events or deadlines.

Devices

iPhone and MacBook

Brand Affiliations

Apple, Nike, Spotify