



### Sarah Johnson



Age/Gender  
**20/Female**



Location  
**New York City,  
NY**



Occupation  
**College student**



Family Status  
**Single**

### 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

### 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



### Emily Smith



Age/Gender  
**20/Female**



Location  
**New York City**



Occupation  
**College Student**



Family Status  
**Single**

### 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

### 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



### Michael Thompson



Age/Gender  
**20/Male**



Location  
**New York City**



Occupation  
**College Student**



Family Status  
**Single**

### 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

### Motivations

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

### Devices

iPhone, Laptop, Tablet

### Goals

To improve time management and academic performance

### Pains

Difficulty keeping track of deadlines, appointments, and social events

### Brand Affiliations

Apple, Google, Microsoft



### Alex Johnson



Age/Gender  
**21/Male**



Location  
**New York City, USA**



Occupation  
**College student**



Family Status  
**Single**

### Bio

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

### Motivations

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

### Devices

iPhone and MacBook

### Goals

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

### Pains

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

### Brand Affiliations

Apple, Nike, Spotify