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Persona

Joe



- 23 year old male
- Full time Student + basketball college athlete
- Joe is a full time student trying to get his BA in Kinesiology. Monday, Wednesday and Fridays he has classes back to back. Tuesday's and Thursday's he has practice and Friday evenings are his game nights. He is single and lives in an apartment near campus. On the weekends he does best to do his assignments. He is super outgoing and loves to go out with his friends during his free time.
- Realized that being in a sport and a fulltime student is taking up more of his time and energy. He is struggling juggling everything that he has to do in the week. His normal way to track his activities/events is to write it in his notes app and starts many of his assignments last minute.

Ann



- 53 years old female
- Mom
- Anne is a mother of 2 children in their 20's. Was a stay at home mom. Now a full time student. Has classes through the weekdays. She has been married for 25 years.
- With the freedom gained after sending her kids to school she now has time to explore more. She loves to hike and read. She wants to become a registered nurse. She has so much new free time she doesn't know what to do with it, she has a new activities planned but doesn't know how to work around her school schedule.

Scenario

Anne

- It has been a long Monday and Ann just finished eating at home. After taking a break, Ann they don't know what assignment to start on. They check all the assignments on Canvas and start to get overwhelmed by the amount of work. Anne starts writing down the assignments shown on canvas and her recreational activities to her physical calendar. The list is long and the space provided is narrow. It is inconvenient for her to bring it everywhere with her and by the time she finishes writing everything down, she could have done one of her assignments.