

Emma Moore (The Student)



Emma is a 20-year-old student in her third year of Psychology at York University. She lives in a residence with three noisy but friendly roommates. She works part-time at the library on campus, averaging about sixteen hours a week. Emma feels constant pressure to succeed in school as she is the first person in her family to attend university. Her parents run a small family restaurant and have worked hard for years to save for her education.

Emma's days consist of 8:30 AM lectures, shifts at the library, and study sessions that go deep into the night. She is taking five classes this semester, including Cognitive Psychology, Cultural Psychology, Adult Development, Neuropsychology, and Applied Methods and Analysis. She has a twenty-page paper, three midterms, and two essay proposals due within the same couple of weeks. These deadlines are always constantly racing in her mind, but shelving books at the library gets in the way of some precious time to study.

She has a visual learning style and remembers information better from seeing it. She has assigned a colour to each of her courses. Emma is comfortable with apps on her phone, but gets overwhelmed using complex systems with too many features. She uses her notes as a lifeline to keep track of daily tasks, lecture notes, and upcoming due dates. She has many tasks from different classes, such as emailing a professor about their office hours and buying a lab manual. She uses a To-Do list template to keep track of everything she needs to do and colour-coordinates each task with the class's colour. She uses folders to separate her lecture notes for each class, so she does not frantically scroll through many entries to find a specific point about the functions of neurons. She also receives notifications when there is a due date coming up, this way, she does not wake up in a panic, worried that she'll forget something. She feels in control and knows that her notes will not fail her.

David Rodriguez (The Event Planner)



David Rodriguez is a forty-two-year-old senior event manager at a hotel downtown. He is married with two young children and has had his career for eighteen years. During these years, he worked his way up from a hotel concierge with his organization and hard work. He has a far commute from the suburbs each day, and he uses this time to prepare mentally for the chaos of coordinating many events.

David always remains calm under pressure, and he has a photographic memory for client details. He has to carry out thousands of small tasks involved in weddings, conferences, and parties. He is a perfectionist who thinks even the smallest of details can turn a good event into a great one. He also works with and manages a team of five junior planners who rely on his instructions.

David uses technology as a tool to perfectly execute these events. He has a master schedule and also uses reminders to not miss any details for each event. He receives notifications for when deposits are due to the caterer, when deliveries are scheduled to arrive, and when he needs to check with the client for approvals on the theme. He relies on colour coordination to separate notes for different events and to organize information within a single project. He uses different colours for contacts, specific requests, and his own team's actions. When he needs to quickly find a vendor's phone number, he uses the search function to find the note with that information. He ensures nothing gets missed, from every item on the menu to every meeting scheduled with his team, everything is tracked in his notes.

Danika Nowak (The Fashion Designer)



800 x 1,067

Danika is a 28-year-old freelance fashion designer who works from her sunlit apartment, which she shares with her cat, Mochi. She moved away from home three years ago to grow her career, and she uses writing and art as a way to process her feelings and handle her anxiety. Her work hours are irregular and are dictated by clients and her own creative ideas that may come at 2:00 AM.

Danika is introverted but highly expressive, with a deep understanding of colour and how it affects her mood. She previously worked at a fabric store, which sparked her love for materials and designing clothes. She is emotionally intelligent but can be inconsistent with her daily routines, often getting lost in sketching a new design for hours.

Danika enjoys technology, but only when it is aesthetically pleasing and feels personal. She gets frustrated by systems that are purely functional and ugly, preferring apps that offer customization and pleasure. She writes her notes with the journal template to help her in many scenarios. When she feels lonely and misses her family back home, she writes with a bright yellow theme to make her feel happier. If she goes a while without work from a client, she can become stressed and write with a blue theme to soothe her anxiety. Some nights, if she's procrastinating a project, she writes with warm colours such as orange and red to boost her focus and energy. She also uses different fonts to distinguish between her personal notes and professional client notes when planning out a design.