

# Personas

## Alex

Alex, a mid-level manager, is 27 years-old and currently resides in Toronto, away from his parents, who live in Ottawa. His workweek is packed, spanning five days, during which he juggles multiple responsibilities. His mornings typically begin with back-to-back meetings, leaving little room for manual planning of his tasks. Apart from his meetings, Alex is responsible for organizing training and development sessions for his colleagues. Additionally, he coordinates with other team managers to provide updates on recent project deployments and align on future milestones. With a heavy workload, it becomes challenging for him to keep track of priorities without feeling overwhelmed.

Despite his hectic schedule, Alex values his personal life. He is in a relationship and owns a pet dog, both of whom he deeply cherishes. Spending quality time with them is non-negotiable for Alex, and he often goes out of his way to ensure his work schedule accommodates his family time. He is also mindful of his health and tries to maintain an active lifestyle. Alex aims to hit the gym at least three times a week and takes his dog for daily walks in the local community parks. His weekends are equally packed—he either travels to Ottawa to visit his parents, goes on dates with his girlfriend, or meets up with friends. Amidst all the chaos, Alex ensures he gets adequate sleep to recharge for the week ahead.

To manage his demanding routine and avoid burnout, Alex is in search of a solution that can act as his personal assistant, helping him stay organized without the hassle of manually updating a calendar. That's when he discovers RollCall. The app delivers a daily or customized summary of his tasks directly to his email, so he can easily review it without opening additional apps. The report includes his meeting schedule, task lists, and highlights top-priority items. It even recommends time slots where he can prepare for upcoming meetings or fit in crucial tasks, keeping him focused and productive throughout the day. If there's an open slot in his calendar, RollCall suggests tasks that align with his priorities, allowing him to make the most of every moment. With this clutter-free system, Alex smoothly navigates his busy lifestyle, balancing work and personal life effortlessly.

## Sara

Sara is a 26 year-old graduate student in her second year of a demanding Environmental Science program. She's working toward completing her thesis on sustainable agriculture, which she hopes to finish by the end of the semester. In addition to her coursework, Sara is also a teaching assistant for an undergraduate biology class, where she leads lab sessions, grades assignments, and provides support to students. With these various responsibilities, Sara often feels stretched thin as she juggles the demands of her research, teaching duties, and her own academic work.

Sara's main goals are to complete her thesis on time, perform her TA responsibilities efficiently, and balance her academic workload with her personal life, all while minimizing stress. However, she frequently feels overwhelmed due to her packed schedule, with little time to think about upcoming priorities. She struggles with time constraints and often finds it challenging to keep track of everything she needs to do, as her task list spans across research, grading, coursework, and personal commitments.

To stay organized, Sara values tools that are straightforward and help her maintain control over her day. Ideally, she wants a solution that provides a quick, concise overview of her schedule, prioritizing tasks based on urgency and relevance. A tool that includes reminders for thesis deadlines, class schedules, grading timelines, and meetings would allow her to seamlessly transition between her roles without added complexity.

When a crucial thesis deadline approaches, Sara starts her day by opening the app, which displays a personalized daily report. This report gives her an outline of her thesis progress, a prioritized to-do list, her class schedule, and a reminder of any grading that needs to be completed. With this quick snapshot, Sara feels more in control and less stressed as she navigates her day. The app allows her to tackle the most critical tasks first, track her thesis progress, and adapt to any last-minute changes in her schedule.

An app that offers a daily snapshot, priority task list, integrated reminders, progress tracking, and flexible scheduling would be ideal for Sara. By using such a tool, she could better manage her busy schedule, stay focused on her goals, and handle her multiple responsibilities with confidence and ease.

## Rachel

Rachel is a 38-year-old marketing manager living in a suburban neighborhood with her husband and three children, aged 8, 10, and 13. As a working mother, Rachel is constantly balancing her professional responsibilities with the demands of her kids' busy schedules. Her children are involved in various activities, including soccer practices, after-school clubs, and doctor's appointments, while she also has her own meetings, work deadlines, and personal commitments to manage. With so much going on, Rachel often finds herself stretched thin, trying to stay on top of multiple calendars, feeling the pressure to ensure nothing important slips through the cracks.

She is highly motivated to stay organized but struggles with the sheer volume of events to keep track of, often finding it overwhelming to coordinate school activities, practices, and appointments across different platforms and apps. Rachel fears missing important events like parent-teacher conferences, school performances, or even her children's soccer games. While she is tech-savvy and comfortable using her smartphone for day-to-day tasks, switching between different calendar apps and trying to coordinate everyone's schedules is time-consuming and stressful.

The RollCall app is the perfect solution for Rachel's busy lifestyle. It seamlessly pulls together all the different calendars into a single, consolidated view, giving her a clear snapshot of her own and her children's schedules at any given moment. The app not only displays upcoming events but also suggests plans for how to manage overlapping commitments, ensuring that Rachel, her husband, or another caregiver can cover all activities without missing a beat. RollCall also sends her timely reminders for important events, such as school meetings, soccer matches, or medical appointments, so she never has to worry about forgetting something critical.

By centralizing her family's schedule in one place, RollCall takes a significant load off Rachel's shoulders, helping her feel more in control and organized. The app allows her to coordinate responsibilities more effectively with her spouse, ensuring they share the load of managing the kids' activities. With RollCall's user-friendly interface and smart planning tools, Rachel no longer has to switch between multiple apps or fear missing important events. Instead, she can focus on her work and family life, confident that she has everything under control. The app gives her peace of mind, allowing her to stay organized, proactive, and more present in her children's lives.