

Persona 1:

Name: Sarah (High School Student)

Age: 16

Education: 11th Grade High School Student

Background:

Sarah is a high school junior taking a mix of extra-curricular and regular classes. She's an organized and motivated student but often finds it overwhelming to balance her schoolwork with extracurricular activities such as soccer practice and volunteering.

Goals:

- Keep track of her assignments and tests for multiple courses.
- Avoid cramming for exams by planning study sessions in advance.
- Stay on top of extracurricular commitments without letting her grades slip.

Frustrations:

- Struggles to organize tasks across multiple classes and forgets due dates occasionally.
- The current calendar and notes app she uses are cluttered and not dedicated to school tasks.

How the App Helps:

- Allows Sarah to organize her assignments and extracurriculars in one place.
- Helps her visualize upcoming deadlines and distribute her study time more effectively.

Persona 2:

Name: John (University Student)

Age: 21

Education: 3rd Year University Student (Computer Science)

Background:

John is a full-time university student majoring in computer science. In addition to his academic work, he has a part-time job as a research assistant. He is highly dependent on technology to manage his workload and prefers apps that are user-friendly and customizable.

Goals:

- Manage his assignments, projects, and exams across various courses efficiently.
- Balance his time between university and his part-time job.
- Set personal deadlines for larger projects, such as capstone assignments.

Frustrations:

- Often misses important deadlines because he has too many things to track.
- Finds it hard to maintain a consistent work/study schedule with a part-time job.

How the App Helps:

- Allows John to create detailed to-do lists with specific deadlines for each project and assignment.
- Helps him view all his deadlines in one place, making it easier to balance his academic and work responsibilities.

Persona 3:

Name: Emily (Graduate Student)

Age: 25

Education: First Year Graduate Student (Education)

Background:

Emily is pursuing a master's degree in Education while working as a teaching assistant.

She is juggling coursework, research, and assisting professors. Emily needs a tool to stay organized and focused on her academic and work responsibilities.

Goals:

- Organize her research, coursework, and TA responsibilities.
- Manage multiple deadlines for her classes and work-related tasks.
- Stay on top of her work without feeling overwhelmed.

Frustrations:

- Balancing multiple roles (student and TA) leads to missing deadlines.
- She's currently using paper planners but finds them insufficient for tracking all her tasks.

How the App Helps:

- Provides Emily with a clear overview of her assignments, research deadlines, and TA responsibilities.
- Enables her to set reminders and track her academic and work tasks, helping her prioritize more efficiently.