



Mike Gonzalez

Age: 31
Occupation: Software Developer
Location: Denver, CO
Gender: Male

Role

Working parent

Quote

"Why can't all my apps work together?!"

Bio

Mike is a fun and easy-going person for the most part. He does, however, love to challenge his team and drawing out patterns from data. He spends a lot of time collaborating and putting pieces together. He likes to keep things simple and is a minimalist at heart. When not enjoying the details of his work, Mike enjoys spending time with his kids and two dogs.

Motivation

Mike works on a team that is highly collaborative on projects. He is very particular on how he can organize things. He is all about ease of use and wants things to be intuitive. He likes to have efficiency in his work and have the machine do as much heavy lifting as possible.

Frustrations

1. Missing an updated document or spreadsheet.
2. Difficult to stay organized digitally.
3. Apps don't work together.

Goals

1. Stay up to date with documents
2. Stay organized with projects
3. Ability to share with others easily.



Ronni Spiers

Age: 31
Occupation: Therapist
Location: Colorado Springs
Gender: Female

Role

Working parent

Quote

"I just want it to be easy"

Bio

Ronni enjoys her career and loves to help people. She likes to take photos of her kids and enjoys having them organized (she used to scrapbook as a kid). She is close with her parents and likes to share photos of her family. Ronni volunteers at her son's school and helps with reading to the class. She is a self-reported "recovering perfectionist" and is learning to be present in her daily life.

Motivation

Ronni wishes she had more time to keep her photos and documents organized. She wants to prioritize spending time with people she cares about. She is not only finding her photos are not organized but she hasn't shared many photos with family lately and feels guilty. Ronni wants to keep track of helpful articles and worksheets for clients as well.

Frustrations

1. Difficult to share photos and docs with others.
2. Storage and organization apps don't work with what she uses already.
3. Setting up and staying organized takes too much time.

Goals

1. Keep photos organized with minimal upkeep.
2. Share her photos with family.
3. Save time.