Image

## BIO

*Student A has many exams and deadlines every day. He/she needs to efficiently manage them. Has missed one or two important assignments/exams.*

## GOALS

*Need a mobile app to record and notify them so that he/she can be always on-time.*

## FRUSTRATIONS

* *Hard to find most-needed note for the moment out of dozens of unordered notes.*
* *Cannot get notified even have recorded the specific time for that deadline/exam.*
* *Cannot give a color-scheme to different notes to set priorities.*

## TECH KNOWLEDGE

## DOMAIN AWARENESS

Has been using Apple Notes for many years.

*Student A*

|  |  |
| --- | --- |
| **Age:** | 20 |
| **Occupation:** | Student |
| **Status:** | Single |
| **Location:** | Waterloo |
| **Archetype:** | Classmate |
| **Personality:** | Forgetful |

## QUOTES

*“Sooner or later, I will do it eventually, right?”*

Recent photo