

Patricia O'Conner

age: 44

residence: Houston, TX

education: PhD in neuroscience

occupation: Neurosurgeon

marital status: Married



"I cannot keep up with checking my appliances regularly, I need an app that could help do that"

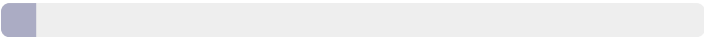
She spends most of her day at the ER, or doing surgery.

Comfort With Technology

INTERNET



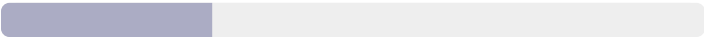
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

She needs to complete all of her tasks in a day.

Needs

- Needs to have reminders about appliances.

Values

- Being on top of things
- Having a good life

Wants

- Wants a more structured and less chaotic life.

Fears

- Not getting something done that needs to be done
- Messing things up

