

Name: Ben Castillo

Age: 20

Occupation: Junior CS Major, Web Developer Intern Location: San Diego

Bio: Ben is a Computer Science student. He's having a hard time organizing his schedule. He has to balance his school work, his internship, and his extracurricular activities. He knows how to use technology and adapt to new apps. He enjoys making lists and taking notes on new ideas, and he's been looking for an app that can help him with notes and scheduling.

Goals:

- · Keep an organized life/schedule
- Find a convenient App
- Graduate College
- · Gain long term career at internship site

- Hanging out during extra curricular activities with people who share common interests
- Money to spend on social activities and tech
- · Having a good relationship with his internship supervisor

- Having too many events in one day
- Not having clear deadlines in mind
- Forgetting an event until the last minute

Why would they use our App:

Our app is the best and most convenient :)

Emma **Michaels**



Sex: Female Major: Art History

PERSONALITY

- Extroverted

- Wants to own an art studio Wants to own three Siamese
- Live a healthy life Wants to track progress drawing

Pain Points

Art supplies is expensive Forgets to go to friend's art

Skills

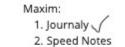
- Good at sleeping Painting and ceramics
- Staying hydrated

darke Prioritising entries in the collections <u>Search</u> search Log in journaled entires by keyword

<u>Migration</u>

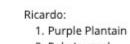


Team Name Ideas



Barkley Lionel

3. Bullet Planner



1. notterble

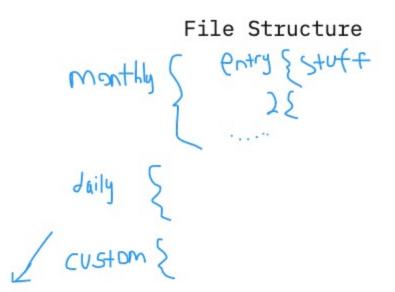
2. jot 3 noted



Journalister

2. PokeJournal 3. Daily Grind





Tim: English Major

- Age 25 Currently in gap year
- Likes reading
- Keeps a diary/log
- Never lends a book
- Extroverted

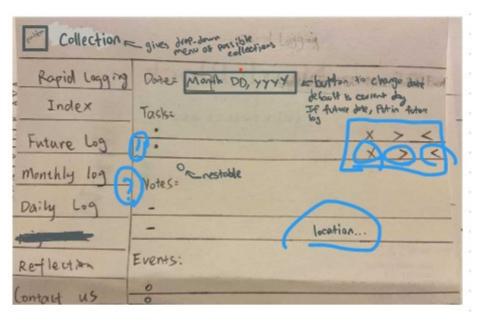
- Creative Writer
- Critical thinking skills
- Use professional English(formal English)
- Know basic definitions of journal entry(have used and know how to use it)

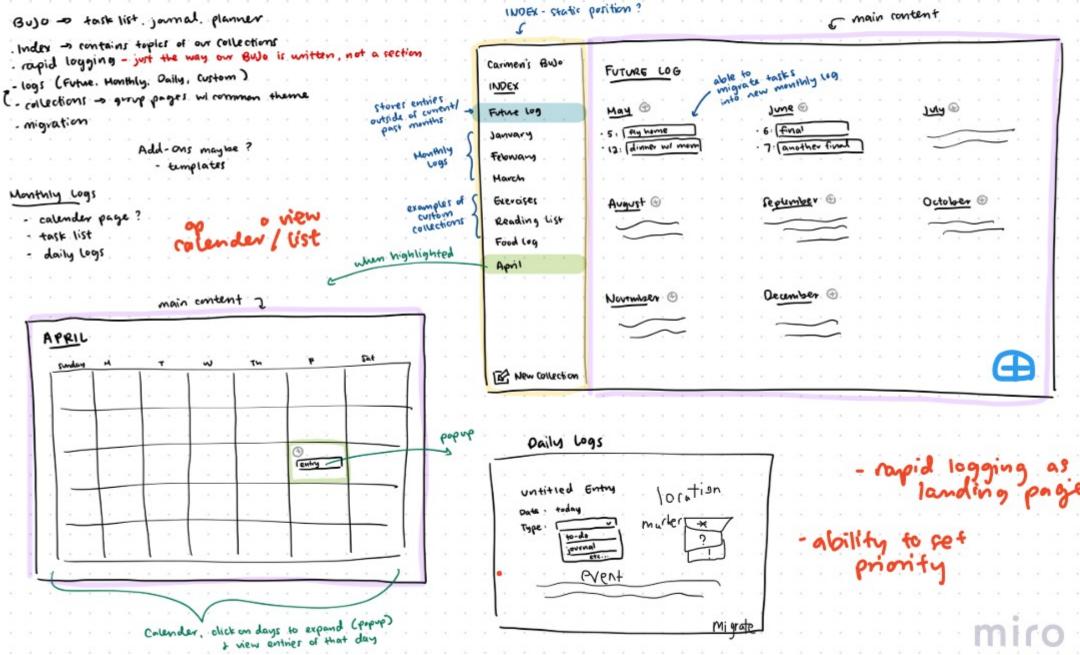
- Wants to become a writer
- Wants to write a book
- Wants to escape reality/ explore new worlds

- Somewhere to store writings
- Needs somewhere to keep his log/diary entries
- Keeping track of what he is reading
- Share books they currently are reading

- Age: 20 Location: San Diego, CA
- Pronouns: She/Her/Hers
- Hometown: Bay Area, CA

Audience: College Students





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NAME: Nina Simone



About

- 2nd Premed Student
- Volunteers at a medical clinic twice a week
- Classically trained in music and reserves time for practice
- Lives off campus and needs to commute to classes

Goals

- Do well on the MCAT
- Get into Med School
- Looking for summer opportunities in medicine o Fix sleep cycle so I can attend more lectures

Frustrations

- Keeping track of coursework throughout the degree
- Have foresight about future plans
- Stressed about future opportunities during COVID-19
- Apprenticeship applications workload
- Balance education with other areas of life

Demographics