

PLANOVA PERSONA FILE



KEREM GÜNDÜZ

Kerem is a high school senior preparing for university entrance exams. He struggles with managing a tight study schedule and intensive exam preparations.

He uses Planova to organize his study calendar, turn studying into a regular habit, and track exam and assignment deadlines. With Planova, Kerem optimizes his study time, increases his productivity, and finds time for his hobbies during his free time. The app's statistical tracking features allow him to analyze his progress, while the AI that creates stories keeps him motivated.



HİKMET TOPRAK



Hikmet is a 28-year-old well-known figure in the software industry, recognized for his projects, awards, and mentoring teams to significant achievements. Apart from his career, Hikmet enjoys developing himself in various fields and acquiring new hobbies.

He uses Planova to regularly track his meetings, see project presentation dates, and analyze new habits in detail. He takes notes about the books he reads in his journal and records creative project ideas with voice notes and drawings. He enjoys seeing his progress on Planova's profile section and using the AI to be the protagonist of his own story.

AYŞE KOŞAR

Ayşe is a 32-year-old woman who struggles with time management due to her busy work schedule, family responsibilities, and social life. She finds it difficult to stick to new habits she decides to adopt and feels unhappy about it, constantly making new plans.

She uses Planova to stay committed to her newly determined habits, motivate herself by seeing her monthly and yearly progress, and organize her daily tasks and social engagements. She loves uploading photos and voice recordings for each day in her journal. She finds great joy in seeing positive changes in her stories created by the AI feature.



ELİF TURAN

Elif is a 38-year-old woman who has a great interest in personal development and continuous learning, and she enjoys trying new applications for this purpose.

Planova caught her attention because it combines habit and task tracking with journaling. She decided to try it out and particularly enjoys using the locked journal page and seeing her progress visually, even though she is not someone who struggles to adopt new habits.



MEHMET ATİK

Mehmet is a 24-year-old young professional who wants to acquire new hobbies but struggles to make his individual habit-building process sustainable.

He uses Planova to create habits with friends who share the same goals, track each other, and feel more motivated. With Planova, Mehmet can adhere to his planned schedule for habits, set joint rewards with friends for reaching goals, and improve his social relationships in the process.

