

Personas

Jessica

Jessica is a busy 20-year-old university student at Harvard. Jessica takes advantage of a whole host of extra-curricular activities both in and out of school. Jessica loves taking on challenges and making use of every last moment of her free time. She finds that staying active rather than keeping her mind idle while watching TV or browsing the web, is when she's happiest. However, with her ever growing agenda of activities, Jessica is starting to find it hard to keep track of all her commitments and varying schedules throughout the year.

Jessica is good at remembering her commitments that happen on a regular basis. As part of a Harvard intramural basketball league she meets every Tuesday morning with her team for practice and every Thursday afternoon for a game. She also meets with a debate club every two weeks on Sundays and the Harvard newspaper club every other Wednesday for a creative brief with Harvard's editorial committee. All these extras commitments make keeping track of homework deadlines, test dates, and assignment cut-offs difficult for Jessica. She jokingly repeats constantly to her family and friends that she "could really use a personal secretary", with all these arrangements and responsibilities to keep track of. Jessica keeps a large laminated calendar pinned to her wall to keep track of her monthly schedule, yet she still wishes she had someone or something that could notify her (possibly by text message) of upcoming engagements or deadlines.

Also, Jessica has become a very popular personal trainer at Harvard's gym: having many clients who have successfully lost weight and built muscle. She prepares weekly workout plans that are individually catered for her clients in addition to her own personal workouts. Sometimes Jessica is so busy with her clients that her own workouts fall off schedule due to poor planning: something she wishes to change.

Another stressful aspect of Jessica's life as a student living on campus is the need to budget her monthly spending. Jessica is in her third year of school and is no longer on a meal plan. Her parents have entrusted her with a monthly allowance based on a conservative per diem. Jessica finds it hard to balance her expenditures on food with her social expenditures while out with friends. Ultimately, she'd like to track the amount of money she spends on food on campus per week so that she does not run out of money to spend on social activities at the end of the month. She wishes she had an assistant that could track her monthly spending and suggest changes to meet a yearly or monthly savings goal.

Kimberly

Kimberly, a busy nurse and loving mother of three children, has a tough time not only keeping track of her own family duties but also her children's responsibilities. Her children, all in high school, are still struggling with keeping track of their own schedules outside of school, which often leads to their mom having to remind them at the last minute about dental appointments, family get togethers, sports practices, and others.

Kimberly worries that she can't always remind her kids of their upcoming events given that she works unforgiving hours at the hospital and can be called in at any time. Kimberly wishes for a system that would allow her to upload important events and then notify her of them at a set time. Kimberly notes that this system would be even better if it supported a feature that allowed Kimberly to load her children's events and link to their cell phones, alerting them at set times while she is busy and cannot. She feels an organized planner such as the aforementioned one would aid her in managing her family's various engagements and activities.

Kimberly is also a single mom and tries to budget her and her children's finances effectively. Kimberly realizes that she needs to save a fixed amount each month so that she can start a college fund for her children who will soon be graduating from high school. Kimberly requires a system that can compute the adequate cuts to weekly expenditures needed to reach a yearly savings goal. Also, she says she would find it helpful if this system provided a breakdown of her weekly expenditure that displays categorically where she spends her money most. She notes that her bank does not currently offer this service and even if a third-party application did, she would be hesitant to use any application that requires the input of sensitive banking and personal information (in order to link her bank account to the application). Kimberly supposes that she would find an app helpful if it could read the csv files generated by her local bank which include her monthly credit and debit transactions.