

# Joan Perez

age: 26

residence: Charlotte, NC

education: Bachelors Degree

occupation: Teacher

marital status: Single | No children



*My students come first in everything I do.*

Joan is a new teacher, having recently gotten her certification from a teacher placement agency. This is her first year of teaching. She is starting to get the hang of things more, but also now is realizing how much she needs to organize her days and keep track of things.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Improvement in mental health due to manageable work week

## Needs

- Meseasurable impact
- To have project self manage
- Easy set up

## Wants

- Something that doesn't take long to setup
- Products that integrate with other existing technology
- More free time
- Balanced work/free time

## Values

- Alone time
- Time savings
- Organization

## Fears

- Starting something that isn't sustainable
- Too hard to set up

