

Adam Reynolds

age: 25-40

residence: Connecticut

education: Masters of Science in Computer Science

occupation: Front-End Developer

marital status: Single



"It was love at first byte"

A Front-End Developer who loves all type of artworks. Someone who likes to work hard and spend time to rest and browse social media and save different types of art.

Comfort With Technology

INTERNET



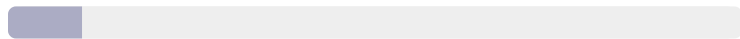
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Able to live comfortably and have time for themselves

Needs

- Upload Images
- Change Image Data

Values

- Delete Images
- Add Tags to Images

Wants

- Share Images as QR code
- Share to Social Media
- Dark and Light Mode

Fears

- Corrupted Uploads
- Max Images Limit
- Spontaneous Corruption of Images

Anne Daubney

age: 30

residence: South Carolina

education: Bachelor of Art Education

occupation: Art Teacher

marital status: Single

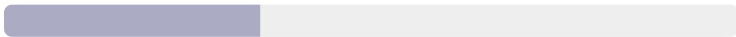


I love teaching art! This app has helped so much!

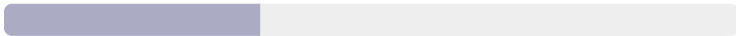
Anne is very energetic with her kids in the classroom. She loves to save their art for future references, so she uses the app to sort the different projects.

Comfort With Technology

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MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

My classroom needs to be neat and organized.

Needs

- Categorization
- Upload images

Values

- Ability to find other creative ideas

Wants

- Share with other teachers
- Tagging

Fears

- Losing the kids art

Andrew Montgomery

age: Early 20's

residence: Columbia, SC

education: Current Junior in college

occupation: Fine Art Major

marital status: Single | No children



"My productivity within my major has sky rocketed since using this app"

Andrew is a hard working fine arts student with ambitions and dreams towards his future career with art and stuff alike. He researches and uses multiple sources online and from his own accord and is finding it hard to organize it all and efficiently use it to it's full potential.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

When his resources and research are quickly obtainable and easy to use.

Needs

- Easy interface
- Efficient loading and booting of software
- Fast Download times

Values

- Detailed communication
- Well rounded style guide
- Decisions backed up by user research

Wants

- Clean/Trendy look or feel of the software
- Optional inferences for other artwork he might like

Fears

- Hard to find tabs after downloading works
- Works not being found after download