

Stephen R.

AGE 25

OCCUPATION Fitness Consultant

LOCATION Los Alamitos, CA

GENDER Male

TIER Casual



"I want to share my passions, inspirations, and build a community."

MOTIVATIONS

Stephen is dedicated to the health and fitness of his clients and is very selective of things that he shares with them. He is very attentive and creates specific training programs tailored to their goals and challenges. He typically jots his ideas down with pen and paper, transfers them to his devices, then shares them through email. He also likes to share his favorite bookmarked websites as well as inspirational fitness photos and videos. He sees a potential need for a single place to save and share content as his clientele grows.

GOALS

- Centralized way of organizing inspiration
- Simplicity of pen and paper into device experience
- Build a community

FRUSTRATIONS

- Inability to quickly jot down ideas
- No single point for material
- Lack of community feel

BIO

Stephen is a young fitness professional in Southern California and owner-operator of a fitness consultation business. He provides consultation for six clients while working as a coach for his university's weight lifting team. He is completing his Bachelor of Science in Kinesiology with a concentration in strength and conditioning. He spends his free time enjoying craft beers and competitive video-gaming.

Chris D.

AGE 33

OCCUPATION Civil Engineer

LOCATION San Francisco, CA

GENDER Male

TIER Pro



"I love to capture and share special moments."

MOTIVATIONS

Chris has a creative passion for photography, capturing special moments and anything that catches his eye. He typically shares his work on social media. For note-taking, Chris uses a web application that is easy for him to use. However, he complains that the app's sharing options are limited and no one else uses it. He wants to share notes with his wife but the app is not intuitive enough for her. Chris could potentially use a single place to share his notes and photos.

GOALS

- Share simple notes
- Display photos
- Community for sharing content

FRUSTRATIONS

- Limited sharing options
- Loss of photo quality
- Inability to access content from anywhere

BIO

Chris is a civil engineer working for a firm based out of San Francisco, CA. Outside of work, he enjoys spending time with his wife and one-year-old daughter. He uses social media to share photos and videos. During the winter, you can find him bombing down the mountain and doing tricks with his snowboard.

Bryan T.

AGE 31

OCCUPATION Entrepreneur

LOCATION Oklahoma City, OK

GENDER Male

TIER Expert



"I want to connect with people and make finding a dream home a simple and pleasant experience."

MOTIVATIONS

Bryan uses many online tools for powering his business and real-estate market research. He typically bookmarks websites and saves photos to share with clients to help them make informed home-buying decisions. He also likes to save and share articles that fuel the entrepreneurial spirit. He prefers handwritten notes, however, there have been times when he forgot his notepad and was saved by his phone. Bryan sees the potential value for an application that makes sharing real estate information a simple and user friendly experience for his clients.

GOALS

- Easily connect and share with clients
- Pleasant experience for clients
- Clean and simple user interface

FRUSTRATIONS

- Designs that are sensory overload
- Confusing user interface
- Limited options for sharing content

BIO

Bryan is an Air Force veteran and entrepreneur living with his wife in Oklahoma City, OK. He currently operates a real estate business and is constantly looking for other entrepreneurial opportunities. He enjoys spending time with his wife, either relaxing or flipping houses. He also carries a worldly view after spending many years growing up in Japan and traveling to other countries including Korea and Singapore. Bryan loves music and you can always find him beat-boxing.