

User Persona



"I'm juggling classes, projects, and part-time work—Smart Schedule helps me stay on top of it all without missing deadlines."

Name: Jasmine

Age: 21

Gender: Female

Work: University Student and Part-time Barista

Family: Single, lives with roommates

Location: Manila, Philippines

Character: The Multitasker – ambitious, friendly, and constantly balancing competing priorities

Personality



Organized
Goal-Oriented
Tech-Savvy
Social Learner

Goals

- Stay on top of academic and personal schedules without missing classes or assignments.
- Graduate with honors while maintaining a healthy work-life balance.
- Develop better time management habits and reduce stress caused by forgetfulness.

Frustrations

- Feeling overwhelmed by overlapping deadlines and tasks.
- Difficulty remembering class changes or project meetings.
- Existing calendar apps feel too generic and not tailored for student needs.

Bio

Jasmine is a 21-year-old university student pursuing a degree in Business Administration. Balancing a full-time class schedule, part-time work, and volunteer commitments, she often struggles to keep track of assignments and deadlines. After missing an important group project meeting, she began searching for a smarter way to organize her tasks. Smart Schedule and Class Reminder App became her go-to tool for syncing her academic calendar, tracking progress, and setting reminders that fit her busy lifestyle. Her story exemplifies the app's mission to empower busy students to manage time effectively and stay stress-free.

Motivation

Incentive

Fear

Growth

Power

Social

Brands & Influencers

She follows productivity influencers like Thomas Frank and Ali Abdaal for study and organization tips. Her favorite brands include Google Workspace for collaboration, Notion for note-taking, and Spotify for focus playlists. She also engages with student communities on TikTok and Instagram that share productivity hacks and study inspiration.

Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerilla Efforts & PR