

User Persona



"I like to stay ahead of my schedule so I can enjoy my free time without stress."

Name: Alex Youse

Age: 22

Gender: Female

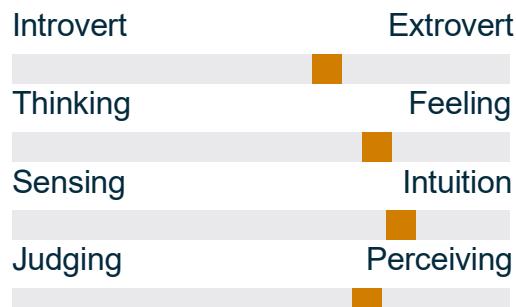
Work: Undergraduate Student

Family: Single, living in a shared apartment or dorm

Location: Urban university city

Character: Organized Dreamer

Personality



Time-conscious
Tech-savvy
Goal-oriented
Curious learner

Goals

- Stay on top of academic deadlines and class schedules effortlessly.
- Achieve better balance between study, part-time work, and social life.
- Feel confident and less anxious about missing important tasks or exams.

Frustrations

- Constantly forgetting deadlines or class changes due to poor reminders.
- Difficulty syncing academic schedules from multiple sources.
- Existing calendar apps feel too generic and not tailored to student needs.

Bio

Alex is a 22-year-old university student majoring in Computer Science. Balancing classes, projects, and part-time work, Alex often struggles with managing overlapping deadlines. After missing a few assignments, Alex started searching for a smarter scheduling tool. The Smart Schedule and Class Reminder App offer a simple, intuitive way to organize academic tasks, synchronize class schedules, and get timely reminders. It helps Alex stay productive while freeing up time to enjoy social activities and personal growth.

Motivation

Incentive

Fear

Growth

Power

Social

Brands & Influencers

Alex admires brands that simplify productivity and learning, such as Google, Notion, and Duolingo. Influencers like Ali Abdaal and Thomas Frank inspire Alex with practical tips on managing time, staying motivated, and building productive habits.

Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerilla Efforts & PR