Personas:

Watson Emily

Background:
- PhD in physiology
- Working in research lab
- Married with two kids

Demographics:
- Female, 35 years old
- Household income of $120,000
- Lives in Los Angeles, California

Identifiers:
- Digitally Savvy
- Not comfortable with face-to-face meetings
- Good with projects
- Creative

Crow Goerge

Background:
- MSc degree in civil engineering
- Working as a chief engineer for a construction company
- Divorced with no kids

Demographic:
- Male, 47 years old
- Household income $160,000
- Lives in Green Mills, PA

Identifiers:
- Administrative personality
- Likes Punctuality in finishing tasks
- Business Savvy
- Not comfortable with sophisticated apps

Stone Taylor

Background:

- BSc in Business Administration
- Working as a marketer in a small business company
- Single with no kids

Demographic:

- Female, 30 years old
- Household income $ 70000
- Lives in suburban areas of Eastern Shore

Identifiers:

- Prone to make mistakes working with the applications
- Responsible for giving status reports
- Likes to be involved

Urban Ben(for stretch feature)

Background:

- PhD in Mechanical Engineering
- Vice President of a solar system company
- Married with four kids

Demographic:

- Male, 45 years old
- Household income $ 150000
- Lives in Cleveland ,Ohio

Identifiers:

- High managerial skills
- A good project designer
- Likes controlling the app