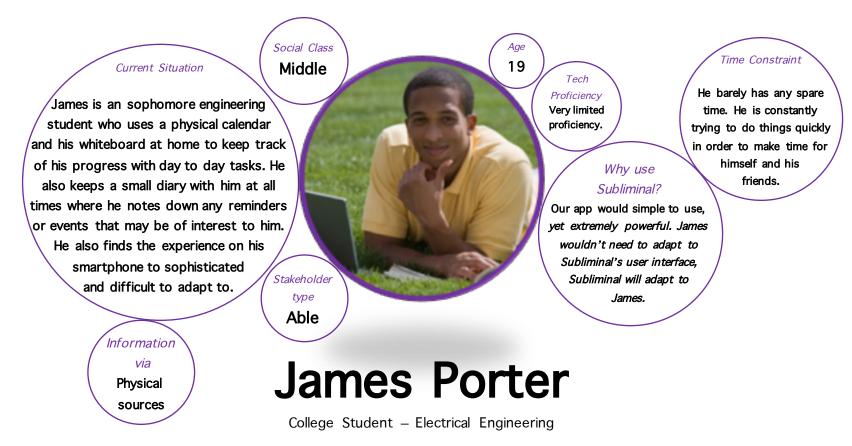


Social Class 22 Current Situation Tech Proficiency Upper I own an iPhone, Sarah is an Informatics a tablet, a MacBook and major, who uses the Mac OS X an Apple Watch. I can do Calendar app and to-do lists from most basic task without Time Constraint the Canvas app to be productive. She difficulty. sometimes faces difficulty organizing many I am pretty stressed out plans, such as my homework due, group with my busy plans. My Why use only real free time is 1-2 projects, work shifts, or exams because Hours before going Subliminal? of switching between so many websites to bed. Our app will provide her a and apps all the time. solution that would help her organize everything Stakeholder in one set quickly and type easily. Able Information via Software Sarah Fung

College Student - Informatics

"I want to be more organized and productive. I want to get reminded of everything that's important to me at any time, and not to miss any of my deadlines regarding my classes."



"As an engineering student, I want to spend the least amount of time on my smartphone or computer, and give myself more time to experiments and run simulations."

Current Situation

He was diagnosed with ADD and has trouble focusing doing his homework. He tried Adderall but doesn't want to rely on drugs as a long term solution for his focusing problems. Currently he is a junior who just got into the biology major and has tons of homework (average of 5hrs every day), but he also wants to maintain a social life since he joined a fraternity. He is doing engineering so he cannot attend as many parties as his friends in the house. He thinks part of the problem is because he is not being productive enough when he is studying because he is easily distracted by apps like

Social Class

Middle



Tech Proficiency

Very proficient with technology. Owns a smartphone, laptop and a tablet.

Time Constraint

High level of time pressures, deadlines, events, etc.

Why use Subliminal?

Our app will help Tyler because it is designed for the whole purpose of making you as productive and efficient as possible so you can save time doing work and have more free time to spend doing what you enjoy.

Stakeholder Type

> Mentally disabled

Tyler Jacobs

College Student - Biology

"I want to be more productive when studying so I can get my work done earlier and have time to hang out with my fraternity brothers." Current Situation

Miyo is totally blind. She has to use a braille keyboard and narrator system from Windows to get access to her laptop.

While visiting a website, she would need to use a hotkey to get access to the information she wants. The hotkey itself is not that time consuming, but the time it takes to open, close and listening to unfiltered information from the screen readers makes her inefficient and unproductive.

Lower 20

Tech
Proficiency
Very limited
proficiency.

Why use Subliminal?

Our App grabs all the information from the platform (Canvas, WebAssign). Miyo will no longer need to look up those information by herself on those websites. She can open our App and listen to all that information directly.

Time Constraint

Average level of stress when it comes to homework. Very good with time management but time taken to get the information is sometimes too much.

Stakeholder
Type
Physically
disabled

Miyo Akiyama

College Student - Psychology

"She wants to get the most important information from the website within a short amount of time and marks those down."