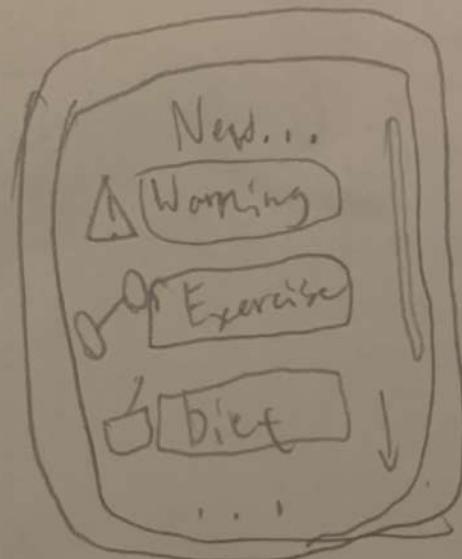
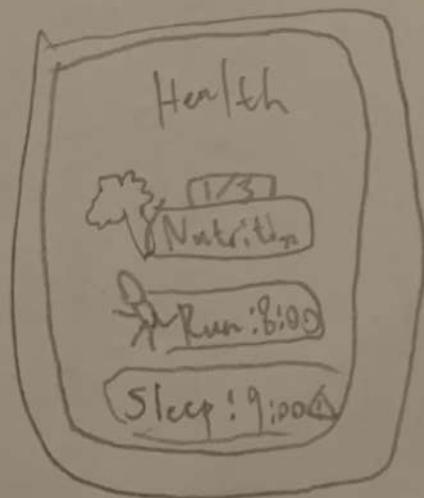
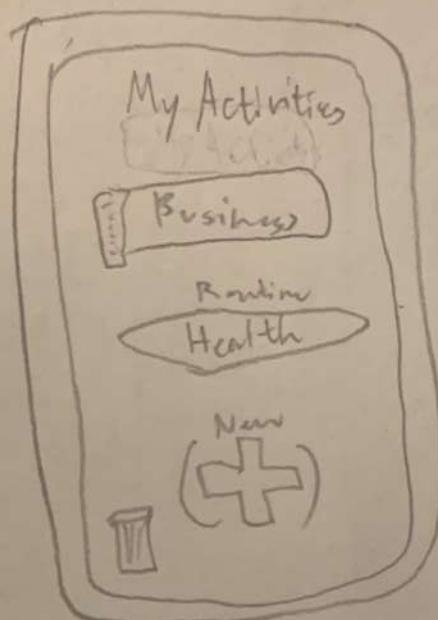


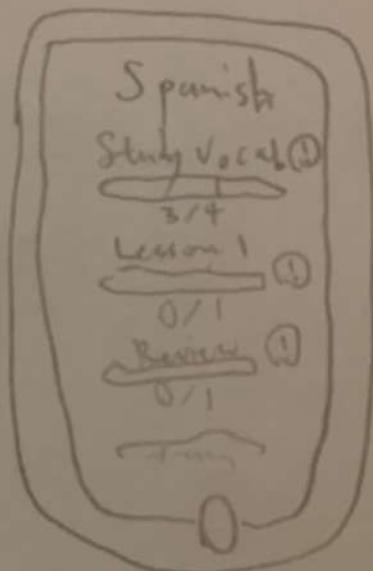
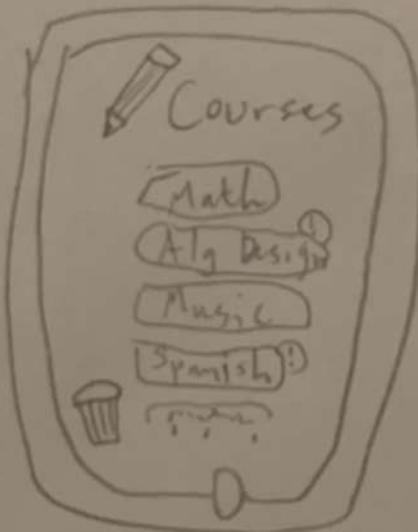
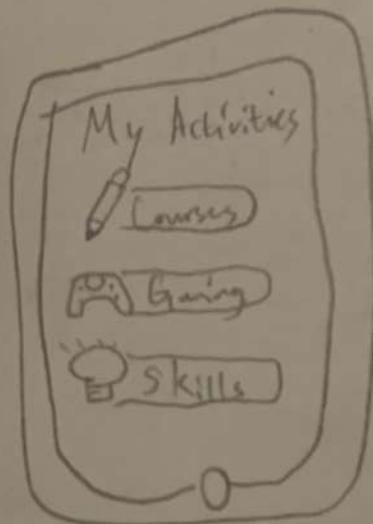
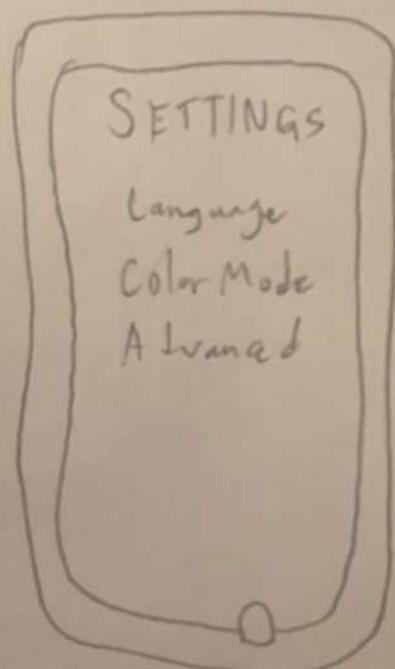
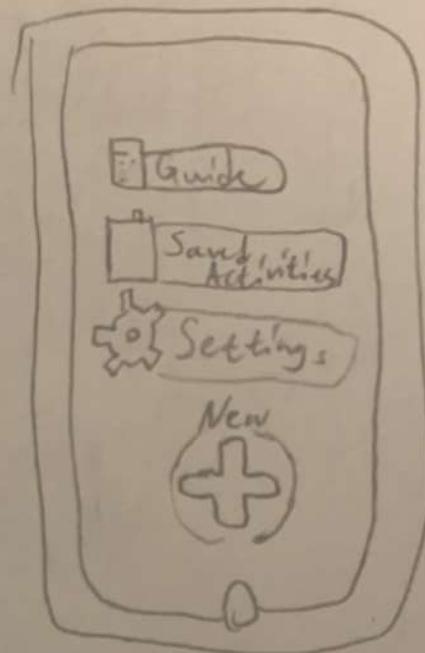
Person 2
(Jack)

TA

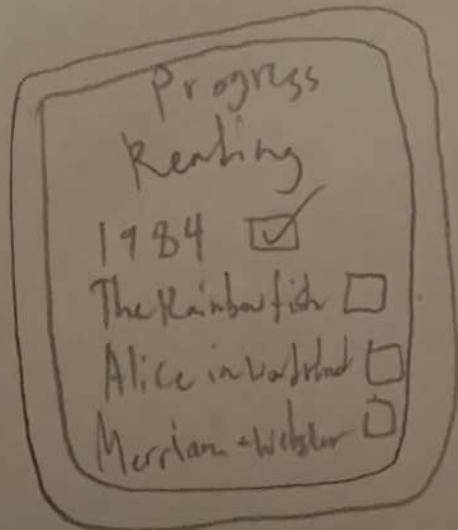
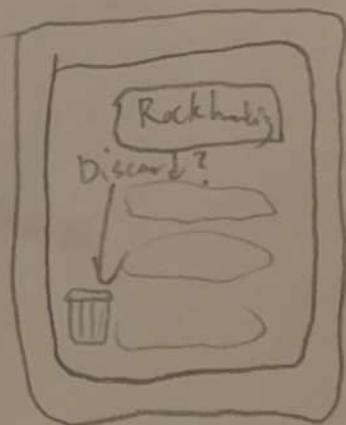
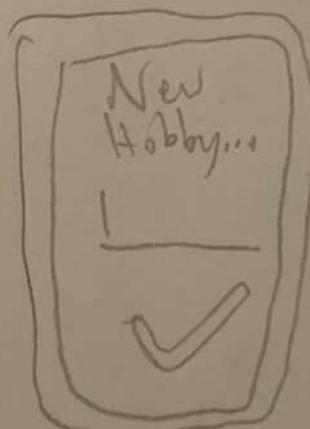
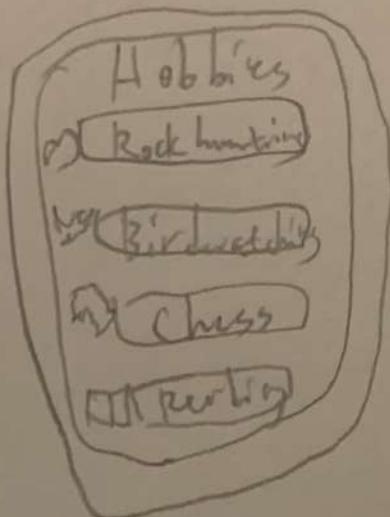
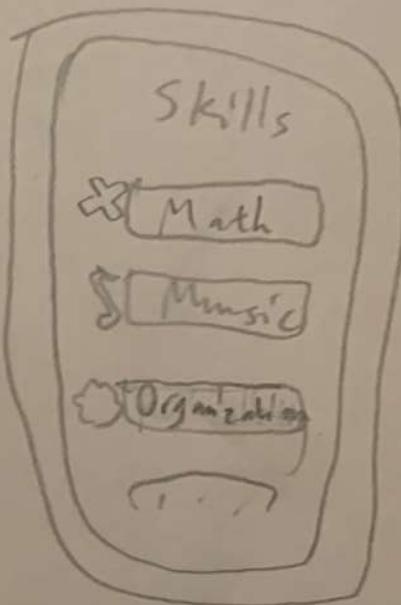
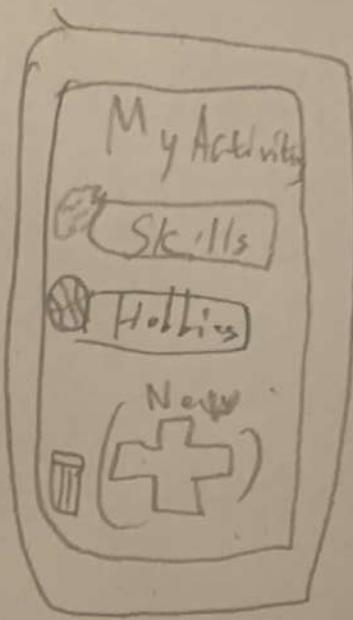


Persona |
(Tristan)

TASK Manager



Persona 3 (Sundin)



Sandria Akklolumens

age: 16
residence: Maine
education: HS
occupation: Student
marital status: single



I like learning new skills!

Sandria is an HS student and this summer, she wants to start learning and stacking up on new skills and hobbies. She wants an easy way to get into unfamiliar activity, and a way to make and keep track of her plans.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Sandria wants an app that can manage both potential new skills and hobbies at once.

Needs

- Good organization

Wants

- Pleasant UI
- Easy to scroll around

Values

- Productivity
- Quick learning startup

Fears

- Getting into something too difficult

Joek kassavanara

age: 44

residence: Atlanta, GA

education: Masters in business

occupation: MBA

marital status: Married



Seize the opportunity.

Joek is a successful businessman who is managing a thriving company, but he also wants to get his personal and mental health together.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Joek wants to make a daily routine for himself consisting of exercise, good nutrition, and overall good practices.

Needs

- An app that can organize his tasks together, while not taking much time.
- Feature that keeps track of his progress on improvement.

Wants

- Simplicity
- Possible multitasking between work and life

Values

- Ease of usage
- Self improvement
- Productivity booster

Fears

- Malnutrition
- Putting too little effort into taking care of body

MOBILITY LABS

Tristan Clodds

age: 19

residence: Columbia, SC

education: pursuing bachelor's in CS

occupation: university student

marital status: single



Knowledge is power ! : 😊

Tristan is a freshman at university taking freshman classes. Tristan likes to learn new skills, and turning in assignments on time.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Tristan wants to boost his own productivity and learning speed.

Needs

- Productivity booster
- Helps reduce the need to memorize all the small tasks
- Ease of use

Wants

- Easy to access and switch screens
- pleasant UI

Values

- fast learning speed
- good routine management

Fears

- Being late on assignments
- forgetting assignments, missing material.
- Not understanding material on time



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1 Sandria is an upcoming Sophomore at HS. It's summer right now, and she wants explore hobbies and useful skills.



2 Sandria searches up a few ideas to look into, but doesn't have a way to organize. She becomes frustrated.



3 She browses up a way to manage a broad array of new activities and finds the Task manager app.



4 After learning the basics of the app, Sandria puts a bunch of potential hobbies and skills as routine activities into the app.



5 After going at it for a few days and doing some analysis, Sandria, with the app's help, finds her most likely interests to pursue, and useless activities are discarded effortlessly.



6 After some time, Sandria gets into a starter's routine through usage of the app and develops strong foundational understanding of her new hobbies and skills, and new activities pose little issue.



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1 Joek is married and runs a successful company.



2 While successful, Joek has been overworking himself. He is constantly sleep deprived and feels like he isn't exercising or eating healthily enough.



3 While at work, Joek overhears one of his employees talking about a new app that he uses to manage his routine. Interested, Joek decides to try it himself.



4 Joek begins to learn the basics of the app.



5 After a day or two of use, Joek has built up his first personal routine. He finds the app soothing to look at.



6 Three months have passed. Joek's routine is now in full motion - he runs weekly, eats more healthily, and sleeps better without compromising his work. Joek is happy with the routine he's made for himself, and the app's smooth interface is incentive enough for him to keep using it.



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1 Tristan is a freshman CS major at University in Columbia, SC. He is browsing through his courses at the beginning of the year.



2 Oh no! There are so many courses to manage! Tristan begins to worry a bit, because he is not used to managing so much coursework at once.



3 Tristan gets an idea. He is familiar and likes using mobile apps, why not try to find an organizer of sorts?



4 He browses the internet for recommendations, and finds the Task manager app. He becomes interested.



5 Tristan downloads the app to give it a try, learning its basics. In a matter of minutes, he has organized his work into neat groups!



6 With this newfound organization tool, Tristan is able to not only relieve his workload stress, but also manage his own personal goals!



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