

### **Persona 1:**



Wanda Maximoff is a 20-year-old female university student who lives at home with her mother, father, and brother. She loves to keep herself busy with a wide range of topics, whether it be coding, watching tv, writing stories, or building a business. With all of this going on, she likes to stay organized and tries her best to schedule out her days and stay in control of her situation.

Wanda likes to wake up and have a healthy breakfast and scroll through her phone before she heads to school. Between classes, she usually does some homework or works on learning some new skills, typically focused on learning to code and build apps to one day start her own business. After school, she works out at the gym and then heads home where she does some more homework. Wanda wants to plan all of her tasks and subtasks for the day and when possible use templates of tasks she's previously done to quickly plan repeating tasks. Wanda usually plans her schedule for the next day at night so she would like to see the weather for tomorrow and have a dark mode option to not strain her eyes. Wanda would also like to import and export her tasks and calendars in the app, have undo buttons for when she accidentally modifies data such as marking a task as complete, and have the ability to search for tasks since she has so many of them.

Wanda is a part of a middle-class family where her mom works an office job and her dad owns a small business. Wanda is motivated to learn as much as she can in life and combine knowledge from these different fields into her own business. Her goal is to build a business to a point where she can afford to visit any place in the world and go to any event she wants to with her future family without having to think about money. In order to do this, she intends on using an advanced journaling system to stay on task and focus her efforts effectively.

### **Persona 2:**



Steve Rogers is a 35-year-old male who lives with his wife Peggy. Steve is an old-fashioned guy and isn't very talented with tech so to stay focused on his tasks and manage his team he would like an easy-to-use piece of software that even he can understand. Steve works for the government in managing community projects.

Steve is a busy man and is constantly focusing on his work of managing his team. He is a passionate and motivating leader but he can sometimes struggle to keep up with the times and feels like he is living in the wrong era. As a result, he wishes to use tools that help him manage his time in a way that he can understand like his old-fashioned pen and paper but through software since he knows he should try to stay modern. He wishes to effectively plan tasks and coordinate himself through a simple to use software solution. With this software, Steve would like to be able to drag and drop his tasks on a timeline view and use different signifiers, difficulty scores, groups to categorize his tasks, and have the ability to modify and reschedule tasks due to his constantly changing schedule.

Steve lives in a middle to upper-class family with his wife Peggy. Steve's motivation is to bring helpful change to the world by inspiring his teammates and returning home to his loving wife Peggy. At the end of the day, as long as Steve can schedule his time effectively so that he feels like he is sufficiently helping his country, supporting his team, and living a happy life with his wife, then he is happy.

### **Persona 3:**



Michelle Jones Watson is the youngest member of Steve's team and was introduced to him through her classmate Peter. Michelle is a bit of a loner and has a rogue demeanor but ultimately does what is best for the team. Michelle is also very opinionated and was the lead driver in pushing Steve to keep up with the times and use software to organize himself instead of pen and paper.

Michelle is a frequent user of her phone and the internet and often spends more time on her phone during the day than off of it. She likes to keep up with various blogs, news articles, political commentators, and texting her crush Peter. She is also an excellent student while maintaining her part-time job on Steve's team and often competes in academic competitions. Michelle likes to use software to schedule out her plans of completing assignments, preparing for academic competitions, and allocating time to write her own blog. She uses this software to stay focused by viewing specific tasks she made that need to be completed for that day. Michelle wants the software to have her own account that she can register and log in to so the software can have various trackers such as completion rate, mood tracking, and commute times that save to her account and predict the best time to schedule tasks and remind her of existing tasks. She would also like her tasks to be gamified through achievements that she can share with friends that she adds in the app.

Michelle's largest goal is to succeed in high school while avoiding all of the people she despises, and make it into MIT with her friends Peter and Ned. She has had a hard time in life which has led her to a loner lifestyle but she wishes to remain with her small group of friends, Peter and Ned, who make her happy and see the good in the world. She also wants to succeed on Steve's team and is hoping to maintain this well-paying job. To keep up with all of these ambitions, she intends to schedule her time using the same software that she recommended to her boss Steve.