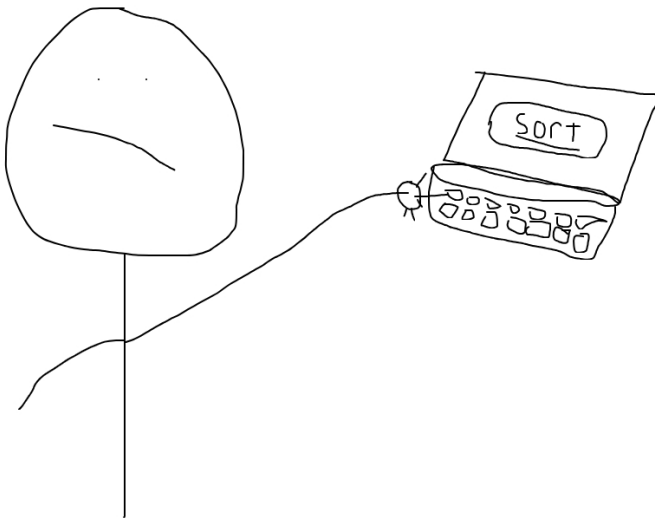
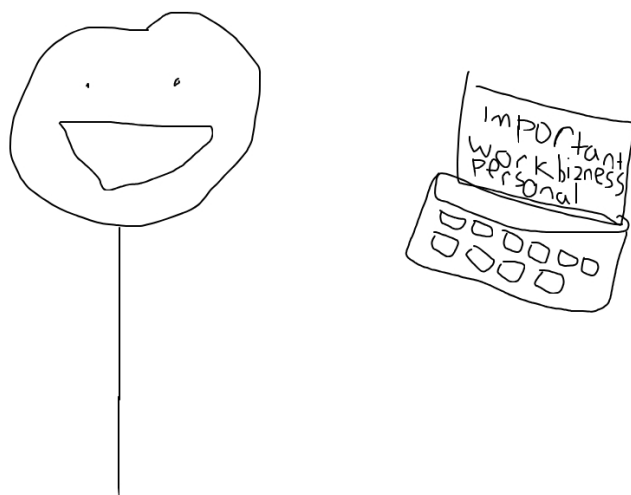


Dick Mullen checks his email for work, but it's full of spam and junk and ads



Mr mullen decides to sort his email, to clean up the workspace.



Now he sees the important things he wants to see, no more of the mess

Kali Marten

Nurse

Trying to separate important mail from spam mail



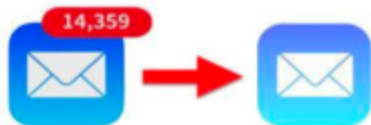
Kali Marten is a nurse and is stressed out because she has a lot of spam emails in Gmail and she cannot separate the spam to important ones about her patients.



Her email is very important because she gets lots of information about her patients via Gmail. If she gets a lot of spam, she might not be able to see patients information in time.



She is scrolling one day and finds an app that can separate her important Gmail emails from her important ones. It is easy to download.



Now, that she is able to differentiate spam and regular emails, she can delete these spam emails and focus on her important, regular emails.



She is really happy now that she is able to focus on her patients more. Now she doesn't have to stress about missing an important email.

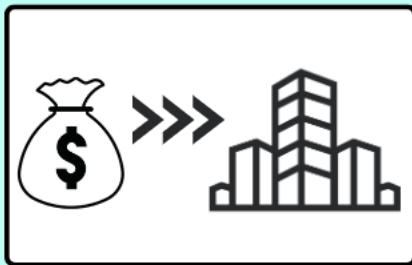


Persona:
Entrepreneur, Richard

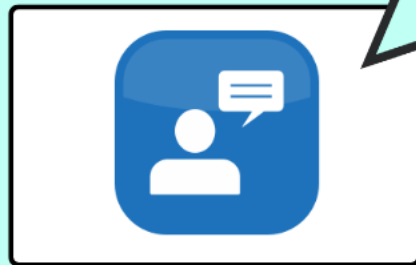
Scenario:
Find investor email



Narration: A friend of Richard helps him get in contact with a possible investor.



Narration: This person is willing to invest a good sum of money to grow Richard's company.



Narration: The investor tells Richard he will email him later that week about future business plans.



Narration: Richard scrolls through his email a few days later but can't find the business plans because it is cluttered.



Narration: He uses our app to cycle through his email and separate the important ones from those that weren't as important.



Narration: He is able to successfully become business partners with this investor.

