Personas

High School/College Students
Age: 20 Hobbies: Hiking, Gaming
Productivity Tools: Computer, IPad,
Planners

Descriptions / Needs:
- Work on different classes and every class have some works due.
- Work / Life balance
- Need to plan schedule so eveything is organized.
- Sometimes procastinate about things

Work-from-home Worker
Age: 34 Hobbies: Movies, Books, Gaming
Productivity Tools: Desktop, Laptop,
Emails, Google Docs or PPT, Excel

Descriptions / Needs:
- Need to be productive from distractions at home such as pets and etc.
- Need to join meeting, work on things alone, do phone call or send emails.
- Also need lunch breaks

College Professors
Age: 50 Hobbies: Academics, Cooking,
Gaming
Productivity Tools: Computer, Slacks,
Emails, VSCode

Descriptions / Needs
- Need to go to different places for classes and come back to office again.
- Hold office hours
- Join research meetings
- Also need to plan things ahead and be productive about things happening.

Older person working from home
Age: 60
Hobbies: walking, listening to music
Productivity tools: Computer, but not
tech-savvy

Descriptions / Needs
- Struggling to adapt to working from home, needs to repair his productivity
- Takes time to learn how to navigate websites, needs intuitive interface
- Has declining vision, needs less clutter, not good with small text

Writers / Content Editor
Age: 30 Hobbies: Reading, Movies, Pets
Productivity Tools: Spotify, Google Docs,
Word, Website Tools.

Descriptions / Needs:
- It takes months to write a novel or a book. Need to write small pieces everyday.
- The content of webpages can take very long time to write as well.
- Often need some creative ideas or plots.

Graphic Designer
Age: 25 Hobbies: Drawing, Photography,
Arts, Movie, Design
Productivity Tools: Procreate,
Photoshop, Cameras

Descriptions / Needs:
- Draw things on IPad or paper.
- Sometimes work on Photoshops
- Need creative ideas
- Sometimes have bigger projects to work on as well.

Programmers
Age: 23 Hobbies: Gaming, Biking, Music
Productivity Tools: IDE, Vim, Spotify,
Youtube, Stackoverflow

Descriptions / Needs:
- A bug can take a long time to fix and that time is hard to estimate.
- Work on big projects, but starting from small increments.
- Eyes are tired of computer monitor.
- It's not healthy to sit for too long, need breaks.

Elementary School Students
Age: 10 Hobbies: Gaming
Productivity Tools: None

Descriptions / Needs:
- Can be used as introduction to time management.
- Appeals to them, since they have short attention spans.
- Parents / Teachers help with using it.

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