Persona 1

Maria A.

"In education, technology can be a life-changer, a game changer for kids who are in school and out of school."

Age: 25
Work: Student
Family: Single
Location: Somerset, NJ

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Goals

- Create documents, spreadsheets, projects
- Organize content into folders or categories
- Save photos, videos, school work, projects etc.
- Edit saved files
- Send homework folders and projects to teachers
- Collaborate with friends and teachers
- Save, upload and share photos and videos with friends and family from mobile and laptop
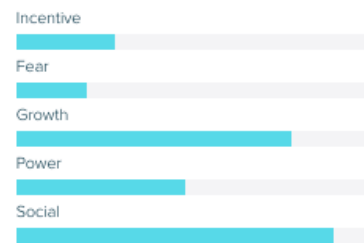- Linking to social media

Frustrations

- Keeping schoolwork organized
- Photos in phone/laptop occupying too much space
- Frequent problems when sharing files with friends and teachers.

Bio

Maria is an undergrad engineering student. She always carries her laptop to class since she has all her class work, assignments and projects stored in her Google Drive. Right now she is working on a team projects that requires her to collaborate with her teachers and teammates. She organizes all her files by saving them in separate folders. This has made her life a whole lot easier because now she can easily identify the file she needs to work on and once changes have been made she can send them to her teacher for review. Apart from studies she loves going out with friends and going on vacations with her family. Her phone memory is always full because of the countless number of pictures and videos she takes. Thanks to Google Photos, now she can save unlimited pictures and videos in cloud for free!!
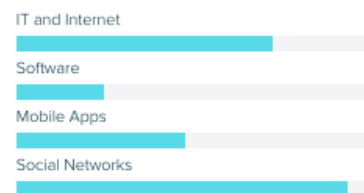
Motivation

Incentive

Fear

Growth

Power

Social

Brands & Influencers

Technology

IT and Internet
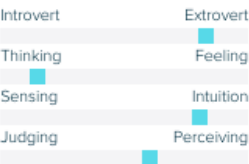
Software

Mobile Apps

Social Networks

Persona 2

John S.

"Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work"

Age: 32
Work: Software Developer
Family: Single
Location: Thornburg, PA

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Goals

- Save, share and upload content
- Create and organize content
- To transfer content in bulk from one location to another
- Ability to search storage
- Ability to retrieve information from any device
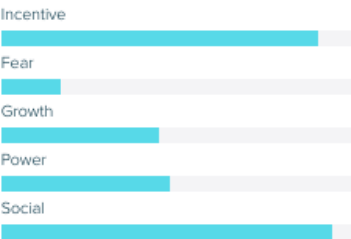- Sharing and collaborating

Frustrations

- Difficulty in keeping everything organized
- Fear of loosing data
- Restrictions on file size
- Problems with file sharing

Bio

John is a software developer with 6 years of experience in the IT industry. At work he is mostly involved in programming activities, monitoring, and evaluating system performance, and designing and implementing new programs and features. In his free time he loves creating coding tutorials for Udemy and quick how-to videos on youtube. He mainly uses Google Drive to store, synchronize and share his files. He also occasionally uses OneDrive to save some of his personal files.

Motivation

Incentive

Fear

Growth

Power

Social

Traits

Techsavy

Early adopter

Money conscious

Hard working