

Parima Shah



Age

27

Occupation

Software Engineer

Location

San Diego, CA USA

Gender

Female

BIO:

Parima Shah lives in San Diego CA and is currently a software engineer. She has also recently become a certified yoga teacher and has spent a lot of time volunteering abroad. Her hobbies include working out and spending time with her family.

GOALS:

- She would like something that lets her save her favorite links seamlessly
- She would like something with a faster upload speed.

FRUSTRATIONS:

- She faces performance issues during real-time collaborating
- She finds it hard to sometimes organize her files

MOTIVATIONS:

Parima constantly saves links and documents for work. She shares her bookmarked links with her co-workers using email, Google Docs, or chat throughout each day. She likes to organize her bookmarks into a clear hierarchy. Although she finds it easy to use her Chrome browser, she is sometimes annoyed by how it will not alert her if she is saving duplicate content.

Vidhi Vora



BIO:

Vidhi Vora lives in San Diego, CA USA. She was born in Ahmedabad in India and moved here after her marriage about 10 years ago. She was an accountant, but now she is a stay-at-home mother to her 2 year old girl. She likes to spend time with her family and cook.

GOALS:

- She wants something that keeps tracks of links
- View all of her notes from one location

FRUSTRATIONS:

- Forgets which links she has saved
- Does not enjoy taking notes on her phone
- Scared of security issues.

MOTIVATIONS:

Vidhi typically saves content she finds interesting by emailing links to herself. She often forgets what she has emailed to herself, and finds keeping track of the links overwhelming. She uses mail apps on her smartphone to write notes to herself via email. She uses Google Drive and Dropbox to share information with her family and friends all over the world.

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Occupation

Stay at home Mom

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