



## Sam Chase College Student

**Age:** 19

**Status:** Single

**Location:** San Diego

**Archetype:**  
**Procrastinator, Gamer**

**Characteristics:**  
Friendly, Lazy

### Background

Sam was born in the Bay Area and was first introduced to video games when he was 8 years old. Ever since, he fell in love with gaming and plays regularly. His passion for it got him involved in the game design club as well as various computer science initiatives. He is currently a sophomore CS student at UCSD.

### Needs and Goals

#### Goals

- Improve GPA
- Improve organization and task management
- Increase efficiency and work focus
- Obtain job as game developer

#### Frustrations

- Inefficiency and procrastination  
Sol: Break timer
- Inability to stay focused on one task  
Sol: Other Start buttons get grayed out when a task is in progress

### User Story

As an individual who struggles to stay on task, I want a feature that keeps me locked in on the current task at hand, so that I can't stop tasks midway and leave them incomplete.

As a person who struggles to move onto new tasks after finishing my current one, I would like something that gives me a structured or fixed break time and reminds me to continue working so that I can operate more efficiently.

As a computer science student who is very technology savvy, I do not mind if the application has a complex user interface as long as it is highly functional and achieves my goals of obtaining greater focus and productivity.



## Sandy Stevens UX/UI Web Designer

Age: 25

Status: Single

Location: Los Angeles

Archetype: Artsy Introvert

Characteristics:

Creative, Idealistic,

Empathetic

### Background

Sandy was born and raised in Los Angeles. Following the completion of her Cognitive Science degree at the University of Southern California, she began her career in UI/UX design.

### Goals and Frustrations

#### Goals

- Increase the number of designs and prototype ideas she creates
- Organize and break down the large number of tasks associated with designing web pages and platforms.

#### Frustrations

- Trouble breaking down tasks into smaller components.  
Sol: Maximum estimate of pomos one can make is 4
- Inability to map out and layout all her tasks she needs to complete  
Sol: Task logging system to list out and manage all tasks

### User Story

As a person who struggles to break down tasks into small enough bits consistently, I would like a system/product that encourages me to do so.

As a person who likes to write down a list of goals or objectives that I need to accomplish, I want a task management system where I can add or remove tasks as needed to help me plan out what I need to complete.

As a web designer who works everyday using my computer, I do not mind if the application has some complexity as long as it is highly functional and achieves my goals of obtaining greater focus and productivity through better task breakdown and management.



## Michael Smith

### Investment Banker

**Age:** 26

**Status:** Single

**Location:** New York

**Archetype:** Night Owl, Hardworker

**Characteristics:**  
Persistant, Analytical,  
Disorganized

## Background

Michael moved to New York after finishing up his Economics degree at the University of Delaware. He is currently working as an investment analyst for Goldman Sachs and hopes to eventually go back to school and pursue his MBA.

## Goals and Frustrations

### Goals

- Improve sleep schedule
- Improve organizational skills
- Make more time

### Frustrations

- Inconsistent sleep/overall schedule  
Solution: Timer page and task logger to increase efficiency
- Disorganized when running multiple projects  
Solution: Task Logger to organize all tasks and their status
- Color blind so some websites and applications are tough to use  
Solution: Color theme and contrast utilize colors that are colorblind friendly.

## User Story

As an individual who does not like reading long tutorials or instructions about how to use an application due to being limited in time, I want to a product that will automatically guide me through the process, so that I can just start using it without a lot of background.

As an individual with red/green colorblindness, I want to use a product that is colorblind friendly, so that I have greater visibility when the application.

As an individual who is not the most technology savvy, I want a product without too many pages and moving parts so that I can just log or layout my tasks and have an indicator to be working.