

Organize - Forget

VICKY W.

AGE 27

OCCUPATION Nursing

LOCATION Los Angeles, CA

GENDER Female

TIER Professional

"If I can write notes on my cell phone like I write on paper and it autosaves, I can do more tasks quickly."

MOTIVATIONS

She often write notes when she is at work. She loves browsing the internet for fanfiction, which she bookmarks and saves them to her online storage account. She wants to share files and contents with her team easily anywhere she goes. She would like to have a writing app with a tablet ability. She prefers using her Facebook account to sign up and sign in so that she doesn't need to remember her user name and password.

GOALS

1. Share her files and notes with her team
2. Organize content into groups
3. Ability to hand write notes and share / save notes

FRUSTRATIONS

1. Files and contents won't be available when its offline
2. Private information leaked out (internet security issues)
3. Not being able to hand write notes down and autosaves

BIO

Vicky is a young nurse, living in a big city in an apartment with her family. She goes to work every day and uses her smartphone during work hours. She uses it almost every minute to go through her patients information and type notes down as she see her patients, which she shares these files and contents with her team of 4.

Organize - Share

LORRAINE T.

AGE 25

OCCUPATION Graphic Designer

LOCATION Alhambra, CA

GENDER Female

TIER Professional

"Be able to modify my designs while I show my clients and autosaves will save me time"

MOTIVATIONS

Owning her own print shop is a huge start for her, especially when she just got out of college. She typically designs her logos, icons, layouts, and other work inside her computer but she doesn't have enough space on her laptop. She wants to more space and be able store her designs and collaborate with her team and clients to get critiques, modifications, and show to her clients. She would love to have the ability to make the process easier for both her team and clients.

GOALS

1. Share her files and notes with her team
2. Modify her designs as she shows her clients
3. Accessible files offline wherever she goes

FRUSTRATIONS

1. Mac doesn't have enough hard drive space
2. Organization is time consuming
3. App takes up a lot of battery life

BIO

Lorraine is a young and successful graphic designer, who lives in Alhambra, CA. She went to a four year college with a Bachelor's Degree in Graphic Design and started her own print shop after she graduated. She owns the shop with her sister and a few employees. She uses Adobe Photoshop and Illustrator a lot and saves her designs inside an online storage space to share with her team and clients.

Gather - Share

KELLEY S.

AGE 34

OCCUPATION Housewife

LOCATION Lomita, CA

GENDER Female

TIER Casual

"It will be nice to store bigger files faster and without trouble ... and more free space on my account"

MOTIVATIONS

A stay at home mom with a newborn. She loves her daughter so much that she at first used a camera phone to take photography of her lovely daughter to remember every moment of her first newborn. Sadly, her phone can't store all of the photos she took since last year and she doesn't want to delete any of them. She also loves to share her photographs to her family and friends, but she needs a faster and easier way to share to her friends without having so many steps. She also wants to use her favorite photo editing smartphone app to be connected to her online storage space.

GOALS

1. Top notch photo editing smartphone app connected to her online storage account
2. Store all her files and be able to share with her family and friends
3. Ability to hand write notes on her photographs and share

FRUSTRATIONS

1. Free accounts doesn't have enough free space; have to upgrade to get more
2. Can't access and search through her files quicker
3. Unable to upload larger file size faster without errors

BIO

Kelley was a salesperson, working at a startup company in Lomita, CA. After she became a mother, she started having strong interest in photography. She became more passionate when she first gave birth to her newborn and wanted to capture every moment of her lovely daughter. She became a stay-home-mom and freelance photographer. She loves to share photographs she took with her family and friends her phone, Facebook, Twitter, and Instagram.