

THINK

- Wonders how updates to the system will be handled in the future
- Automation of repetitive tasks is a good thing as it frees him up to focus on more important work

Dolor Amit



SAY

I don't like apps that try to do too much but I like the idea of an all-in-one platform as long as it simplifies my work-flow

FEEL

- Anxious about data loss
- Annoyed when his routine is disrupted
- Often overwhelmed by workloads and hours

- Regularly backs up files
- Tends to start work early each day
- Tries to find balance between his work, studies, and relationships, and creative pursuits

DO