

VICTORIA F.

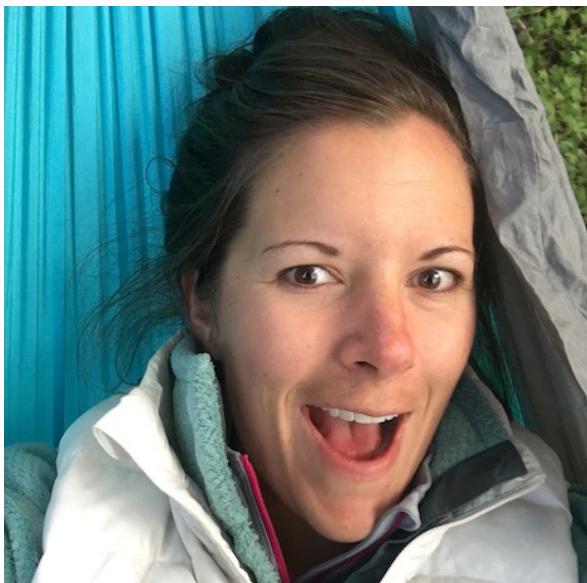
AGE 28

OCCUPATION Teacher

LOCATION Denver, CO

GENDER Female

TIER Expert



"Let's make a list!"

MOTIVATIONS

Victoria is a busy teacher who is always looking for new lesson ideas to inspire her students. She finds them in many different places, so it can sometimes be hard for her to find exactly what she needs when she needs it. She would like an easier way to collect all of the teaching ideas together, and then be able to share them instantly with fellow teachers. She doesn't currently use any applications because she feels they're overly complicated and another thing to learn and keep track of.

GOALS

- Easily share new lesson ideas with other teachers.
- Keep all of the information in one central place.
- Simple to use with little maintenance required.

FRUSTRATIONS

- Saved lesson materials spread out across too many different places.
- Hard to collaborate with other teachers using existing tools.
- Doesn't want another thing to keep track of organizing.

BIO

Victoria is a young teacher who has experience teaching around the world. She has now settled in a permanent position in a school, and works with 3 other science teachers to create and plan lessons. She's tech-savvy and willing to try new technologies, but because she is limited on time, they need to be easy to pick up quickly. She loves riding her bike and being active in the outdoors.

OBSERVE - FORGET

SUSANS.

AGE 33

OCCUPATION Marketing Manager

LOCATION Seattle, WA

GENDER Female

TIER Casual



"I can never remember what I bookmarked, so having an easy way to view the stuff I like would be fantastic."

MOTIVATIONS

Susan typically bookmarks content she finds interesting in the browser. However, she often forgets what she's bookmarked, and keeping track of it can be slightly overwhelming. She primarily uses her laptop at work to gather this type of content, but without it being synced online, she's unable to access it at home. Susan likes to keep notes for herself and for work, but hasn't found a tool she enjoys. While she works closely with peers, she rarely shares resources with them.

GOALS

- Keeping track of bookmarked content.
- Ability to view at work and home.
- Would like easy note-taking software.

FRUSTRATIONS

- Only accessible on work laptop.
- Hard to remember what's bookmarked.
- Other software is difficult to use.

BIO

Susan is married with two kids, residing in the suburbs of Seattle. She is the marketing manager for a midsize company. When she leaves work, Susan doesn't take her laptop home with her, trying to distinguish the boundary between home and work. However, she often finds herself working at night to finish projects. Susan's an outdoors person, working her way across the Northwest. She loves camping while reading good books.

AMY W.

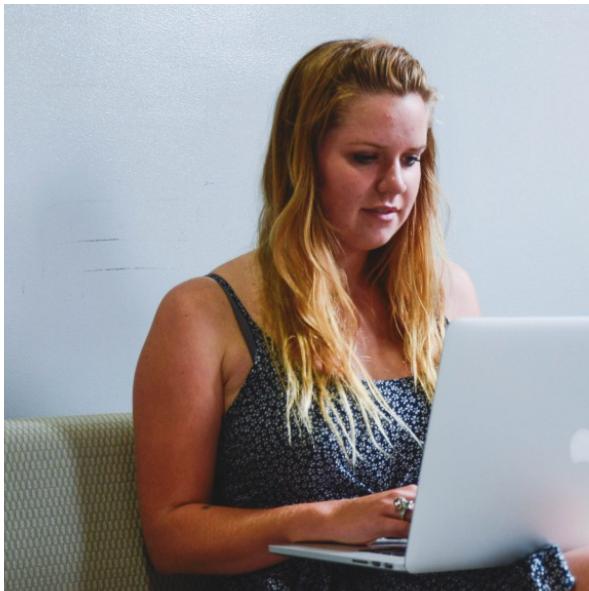
AGE 32

OCCUPATION Web Designer

LOCATION Katy, TX

GENDER Female

TIER Professional



"Right now, my computer can't take all of the images I'm trying to save. I need a simple way to capture and refer back to this stuff."

MOTIVATIONS

Amy is new to the world of design, and is currently gathering everything possible to help her. Typically, she downloads an image or takes a screenshot, and then she stores these on her computer. She's used Pinterest before, but not for work. She likes being able to pull up the site anywhere, but organizing the content isn't the easiest. For notes, she defers to pen and paper. It helps her remember things, but Amy often forgets to take the note pad with her when she leaves the house.

GOALS

- Centralized way of organizing inspiration.
- Simplicity of pen and paper into device experience.
- Synced online, not computer.

FRUSTRATIONS

- Older computer = less hard drive space.
- Doesn't know what tools to use.
- Organizing is time consuming.

BIO

Amy just recently became a web designer. She's picked up a few freelance jobs and is interviewing with several companies for a fulltime position. She uses her phone to check Facebook and Twitter, and sometimes likes to jot down notes to remind her of things she needs to do. When she's not chasing her toddler around the house, Amy loves to hit the beach, just an hour south of her. Swimming, running, and eating are her passions.