

Sophie Clemens

GENDER: FEMALE

AGE: 33

LOCATION: QUEENS, NY

OCCUPATION: SOCIAL MEDIA MANAGER

LIFESTYLE: SINGLE



"I'm always looking for a good book to read, a good trip to take or tips for cooking. Work requires me to keep on social media ideas and trends."

BIO

Sophie manages the social media and website for a women's dress company. For homelife, lives with a roommate and has a beloved cat and visits her local family often. Balance comes from homebody tendencies, while traveling and social events.

MOTIVATIONS

- Staying connected with friends near and far through events and trips.
- Finding recipes and improvise to make dinners.
- Recording book read and being able to write reviews.

GOALS

- To be able to save found and original content in one place.
- To be able to collaborate with others on topics and albums.

FRUSTRATIONS

- Difficulties saving and subcategorizing online written and image content.
- Challenges in collaborating on photo albums and sharing between groups.

TECHNOLOGY

Mobile Apps

Social Networking

Internet

PERSONALITY

Extrovert

Introvert

Thinking

Feeling

Judging

Percieving

Allison Villemaire

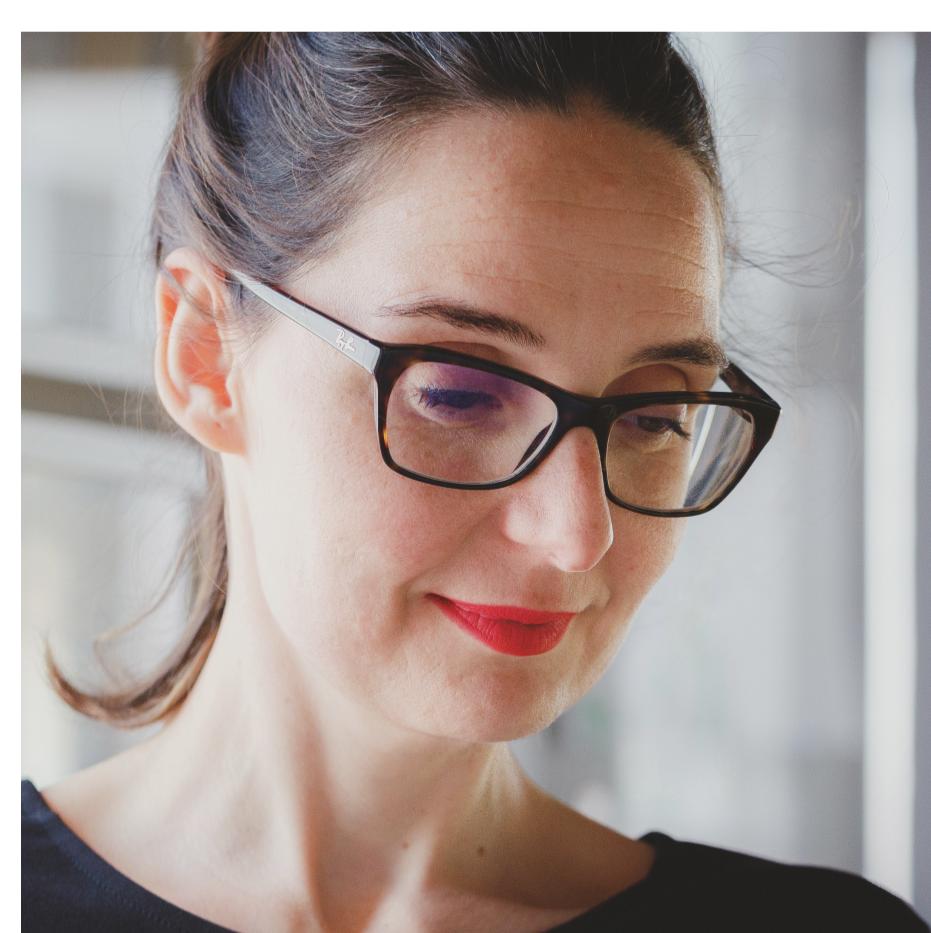
GENDER: FEMALE

AGE: 45

LOCATION: WISCONSIN DELLS, WI

OCCUPATION: SPEECH PATHOLOGIST

LIFESTYLE: MARRIED, 3 CHILDREN



"My kids are involved in activities. Between them and keeping up on work with S&L development, I have little time for much else."

BIO

As a speech and language pathologist in schools, Allison enjoys connecting with fellow teachers in the community. In addition, her 3 children are involved in afterschool activities, so she travels locally for them to participate in events.

MOTIVATIONS

- Connecting with school groups to collaborate on events and information.
- Recording activities that work well in classes.
- Keeping track of kid's event photos, articles and awards.

GOALS

- To be able to organize information from different areas, in one place.
- To save and easily access her children's achievements and records.

FRUSTRATIONS

- Difficulties searching specific content, information feeling scattered.
- Lacking ways to make notes or follow-up comments to online content for teaching.

TECHNOLOGY

Mobile Apps

Social Networking

Internet

PERSONALITY

Extrovert

Introvert

Thinking

Feeling

Judging

Percieving