



"I'm pushing my creative boundaries to master new techniques and explore new mediums."

Background

Kate is a student at the University of New York, studying comparative writing with the goal of becoming a professional writer. She has a passion for writing fiction and fantasy, and occasionally experiments with poetry. When inspiration strikes, Kate usually jots down her ideas quickly in a note-taking app on her phone, revisiting them later when she has time to develop a full writing project. To stay organized, she uses a combination of digital and traditional tools, relying on mobile apps as well as pen and paper. When working on larger projects, Kate primarily uses Google Docs to manage and edit her writing.

While Kate has some experience with collaborative writing, she remains neutral about it — neither particularly enthusiastic about it nor strongly opposed to it. She values the creative exchange and unique perspectives that come with co-writing, but struggles to maintain a balance between personal creative control and open collaboration. In past collaborative projects, she found progress slow due to the lack of deadlines and co-writers failing to contribute consistently.

Despite the challenges of collaborative writing, Kate is committed to stepping out of her comfort zone and improving as a writer. She is always exploring different writing styles and techniques, and open to new collaborative writing opportunities. If Kate were to start another collaborative project, her main concerns would be effectively communicating with co-writers, organizing and structuring ideas, and establishing clear guidelines to ensure productivity and accountability.

Key behaviours

- Keeps ideas in digital mobile apps for easy access and organization
- For serious writing and bigger, longer projects, uses Google Docs to keep track of information
- Writing process: get inspired, brainstorm, create outline, form drafts, editing

Key tasks

- Collaborate with other writers and inspire each other to create a better project
- Setting deadlines, tracking progress, and keeping each other accountable for completing writing and editing tasks.
- Keeping writing progress structured

Key goals and motivations

- Explore new ways to overcome creative block by working with new writers and ideas
- Practice writing in different styles and stepping out of comfort zone
- Be able write novels for a large audience to enjoy

Pain points / Frustrations

- Clashing creative visions with collaborators
- Limited control over collab project
- Fear of collaborators not meeting deadlines or not contributing

Must haves

- Structured planning, outlining, and organizing features
- Real time spellchecking tools
- Able to easily share with potential collaborators and editors

Never do-s

- Overwhelm user with features
- No guidance or user control in collaborative projects
- Lack of communication and regulation in writing projects

Kate

Age: 21

Gender Identity: Female

Education: NYU Comparative Literature (BA)

Occupation: Full-time student

Location: New York City

Writer Type: Aspiring professional

Writing Genre: Fiction, Fantasy, Poetry

Technology use



Phone Tablet Laptop Desktop Wearables

Often uses digital apps and softwares to draft and compose projects, but also turns to traditional analog tools during brainstorming and ideation processes.

Keywords

Creative Expression Structured
Adaptable Experimental