

What we need

- Picture
- Age/Job/Location/etc
- Bio
- Motivations / Hobbies
- Frustrations
- Goals

Image goes here

TEMPLATE

[Persona's Name]

[Brief desc of user]
[e.g. The Misplacer]
[High school teach]

Goals

Frustrations



Name: Ami Fernandez

Bio: A 2nd year undergrad who is constantly losing things and losing track of what she did that day.

Goals

- Graduate with her Bachelor's without any extra stress.
- Not be nocturnal and keep up with school work.
- Be able to meet up with friends more.

Frustrations

- Doesn't like physical journals because she is constantly misplacing them.
- Constantly forgetting deadlines.



Name: Connor Brooks

Bio: Recent college graduate who started his first job as a public relations coordinator at a company in New York and is living with a few roommates in his first apartment.

Goals

- Organize all his work-related tasks and events in one place so he doesn't miss any deadlines.
- Travel to London to visit family who recently moved there.
- Save up enough money to move into be able to move into a nicer apartment without roommates.

Frustrations

- Hates tracking spending habits in physical journals because he doesn't like doing tedious calculations to see monthly spending statistics.
- Feels intimidated by the complexity and many features of spreadsheet applications like Excel.



Name: Rosanna Lindsay

Bio: A high school English teacher who is struggling to keep her lesson plans organized.

Goals

- Inspiring students to immerse and express themselves in reading and writing.
- Explain concepts to students in a concise and easy to understand manner.

Frustrations

- Often struggles to organize and separate her thoughts for a concept into calculated steps in a lesson plan.
- As a result of older and bad eyesight, she often struggles to read the words she types in her notes because they are small and hard to read.



Name: Taliesin Saddam

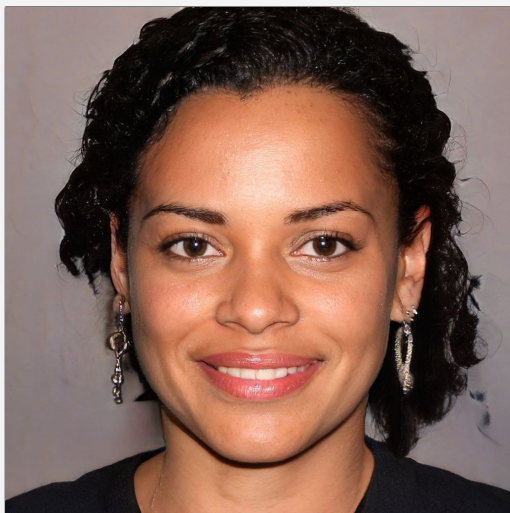
Bio: A 28 year old Wildlife Photographer for National Geographic who has been working in this field since he graduated from high school.

Goals

- Travels around the world and takes photos of various different kinds of wildlife.
- Enjoys immersing himself in the culture of the places he visits and likes to return to specific places like museums and restaurants he has enjoyed in the past.

Frustrations

- Often misses flights to next photo shoot location due to a crowded schedule.
- Loses track of certain photos taken because of poor organization.



Name: Danai Navarro

Bio: An aspiring doctor and just-graduated medical school student doing her residency.

Goals

- Wants to start spending more time re-engaging with *herself*, rather than focusing on work.
- Wants to decouple her daily routine from just work and adopt healthier long-term practices.
- Wants to start reflecting more on what she's doing and become more aware of her mental habits.

Frustrations

- Dislikes traditional productivity apps for their sole productivity focus (she's already quite good on that front, thank you).
- Has trouble doing something other than work.
- Feels a strong need for "freedom" but doesn't know what that would look like.