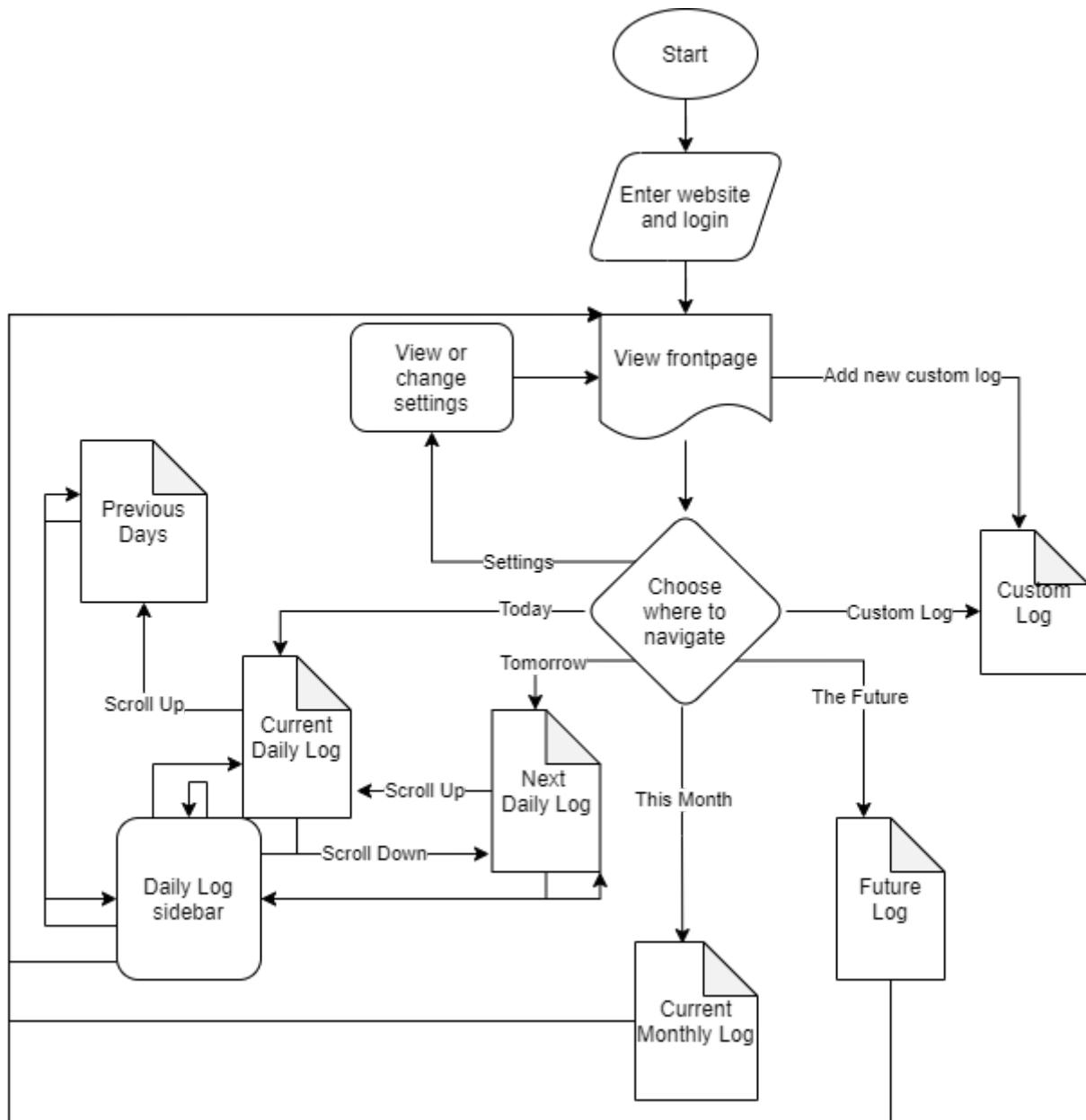


## Diagram



# Personas

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Role: College Student

Name: Jackson Bernal

Image:



**Image Credit:** From Unsplash

Quote:

It is Friday now. I just found out I have 5 homework due this weekends and I have an appointment with my dentist this weekend as well. How can I finish these homework in two days with an appointment coming up? Which homework should I start first?

Background:

**Age:** 19

**Location:** San Diego

**Education:** University of San Diego

Characteristics

- Dilatory
- Careless
- Easy to be Distracted
- Easy to get lost when there are multiple tasks

Goals/Needs

- Need some reminder to remind me what is going to be due several days before the due day

- Need some signifiers to guide me which task urgency of certain task so that I know which task I should start with
- Need something to keep track what I have done and what I need to do so that I won't miss some task
- Need something that can help me plan events ahead so that I won't have too many stuff to handle at some time. I am a careless person so I may forget what event I have. So, I want something that can help me create a plan as soon as I have that event

## TECH KNOWLEDGE

I use cell phones and computers frequently. I can figure out how to use a new app in a short time.

## TIME AVAILABILITY

I am really struggling with the situation I am in. Hope that I can have some app to help me as soon as possible.

## About

I am a college freshman in UCSD. I am kind of struggling with the fast-paced university life. The pandemic makes my university life even worse. I am a person who is easy to be distracted. Staying at home and taking courses, I am always tempted by the colorful world cell phones provide and I am always attracted by the interesting world games provide. I can play cell phone and games all day and totally forget about school work. Because of that and also because I am a dilatory person, I always leave tons of homework until the day it is due and sometimes I even forget about homework. I am struggling with the situation I am in. I hope there is some apps can help me get out of the mire I am in.

## Technology Literacy

I have been gaming from a young age and am familiar with downloading mods like for games like minecraft. I am familiar with both Apple and Window products and have no problem switching between the two, however, I typically use Window products. I am adept at downloading apps and can easily identify things that are scams online as I have grown up in a tech world!

Role: College Freshman

Name: Sarah Brown

Image:



**Image Credit:** From Unsplash

Quote:

Always down to try new things!

Background:

**Age:** 18

**Status:** Undergraduate, 1st year

**Location:** Davis

Characteristics

- Social and outgoing
- Eager to try new things
- Still figuring out what she wants to do with her life
- Disoriented going to college after coming from a small high school

Goals/Needs

- Able to keep track of club/extracurricular meetings and potentially a place I could write my thoughts and notes about whether or not I like participating in it or not
- Able to remind me of when my assignments are due and when I have upcoming exams
- Able to journal or room to brainstorm future ideas of what I want to do
- Able to store contact information, locations, or general notes of my new location because I'm not familiar with Davis yet, so having restaurants or different areas written down can help me feel more confident getting to know the area

## TECH KNOWLEDGE

I know my way around apple products.

## TIME AVAILABILITY

College has been pretty overwhelming so I don't have a ton of time.

## About

I am a freshman UC Davis student who hasn't decided her major yet! I don't know what I want to major in, so I'm trying to take a wide range of classes and participate in lots of clubs and extracurriculars to give me a sense of what I want to do. College has been pretty overwhelming for me because my high school was so small, so honestly having something that I can refer to so that I can manage my time and try all the things I want to, as well as reduce my anxiety with just having that schedule easily accessible and readily available, would be great.

## Technology Literacy

I have a lot of Apple gadgets, but have never used a PC before, so anything that is easily used on Apple products would be easy for me to pick up.

# Role: College Student

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Name: Amber Jackson

Image:



**Image Credit:** From Pexels

Quote:

Extracurriculars take up all my time!

Background:

**Age:** 21

**Location:** Los Angeles, CA

**Education:** University of Southern California

Characteristics

- Charismatic
- Direct
- Often takes on more responsibility than she has time for
- Diligent

Goals/Needs

- Need a list of things to do from soonest to latest
- Need a calendar with recurring events to make setting it up less tedious
- Need something that can help me plan events ahead so I can make sure there aren't conflicts
- Want some sort of color coding to help me visualize my calendar

## TECH KNOWLEDGE

I am not tech savvy at all.

## TIME AVAILABILITY

I really don't have much time as it is and I need some organization as soon as possible.

## About

I am a junior at USC, majoring in economics. Luckily, I haven't found school exceptionally difficult and have been able to do pretty well. However, I am very active in the photography club and surf club at my school. I also play soccer here and was just recently elected as vice president of my sorority. This mix of extracurriculars has caused conflicts, where I have overbooked a time and had to miss a meeting. I need a better way to organize my schedule so that those that I make less of these mistakes.

## Technology Literacy

My tech knowledge is limited, I have never coded in my life and have zero experience with any language. I use Apple products as that's what all my friends had. My tech knowledge is limited to browsing apps like Instagram, TikTok, etc. and I am an avid online shopper.

Role: College Student

Name: Davey Jones



Quote:

Sorry I have work then.

## Background

**Age:** 21

**Status:** Undergraduate

**Jobs:** Waiter, and Tutor

**Location:** Los Angeles

## Characteristics

- Hard Working
- Studious
- Responsible
- Outgoing
- Organized

## Goals/Needs

- Able to keep track of when I have work and tutoring on a weekly basis
- Have remainders of when my assignments are due and when I have upcoming exams
- Able to schedule when I have free time and when I need to study
- Sometimes I need to vent and would like to be able to just write how my day was or random thoughts

## TECH KNOWLEDGE

I have a pretty vast tech knowledge

## TIME AVAILABILITY

My work schedule has me behind on a lot so I need to figure this out soon

## About

I am an undergraduate student majoring in Business. I currently have two jobs: as a waiter in a restaurant and as a tutor. Although I stay on top of my academics and work, it is stressful and difficult to rememeber all I need to get done at times. I love sticking to schedules and knowing what I need to get done.

## Technology Literacy

Although I'm a business major, I know my way around a computer. I've always been that IT guy in my family.

## Role: Graduate Student

Name: Dereck Miller

Image:



**Image Credit:** USNews.com

## Quote:

You are never done with work. Literally. It never ends.

## Background:

**Age:** 23

**Location:** New York

**Marital Status:** Single

**Kids:** No

**Occupation:** Graduate Student/Part Time Lab Tech

**Education:** B.S. (Currently in School for Masters)

## Characteristics

- Reliable
  - Focused
  - Impatient
  - Bold
  - Charming

## Goals/Needs

- Wants work life balance, got a lot on his plate with school, being a TA for under grads, and part time lab tech internship
  - Wants to be more active and work out more, feels as if there is no time
  - Wants to land a full time position when graduated, has resume ready but needs to apply

TECH KNOWLEDGE



## TIME AVAILABILITY



needed it yesterday

I can wait

## About

I am a first year Masters student at NYU (New York University). I am used to the college life as I have finished my undergraduate. I am stress on the daily basis, more than undergrad as I have taken on more responsibilities. I am originally from Tempe, Arizona and I bounce back and forth from school to home every semester. With such a busy life keeping track of what I have to do now versus later is very important to me, as well as obligations I have to make due to prior commitment.

## Technology Literacy

I am familiar with Apple gadgets and I do have an iPhone. However, when it comes to school I do all my work on Window based computers. I have used tech from a young age and am pretty quick to grasp new tech. I am not one to read manuals or tutorials and opted to learn as I go. My major has introduced me to basic coding with Python, besides that I am unfamiliar with programming.