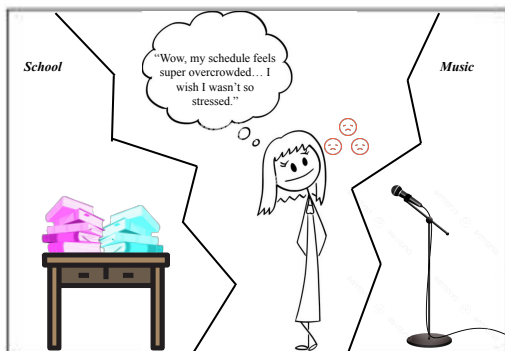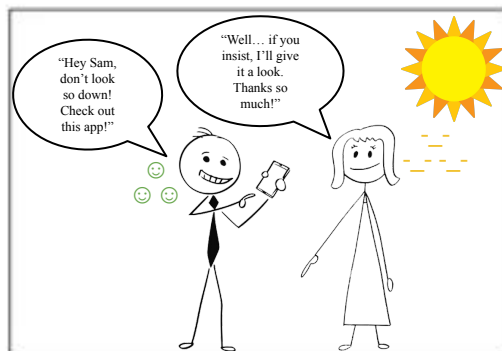**Persona:** Samantha Reynolds

Scenario: Samantha's close friend introduces her to a time management app that helps her prioritize and allocate time effectively for both her studies and music career, ultimately relieving her stress and fears.
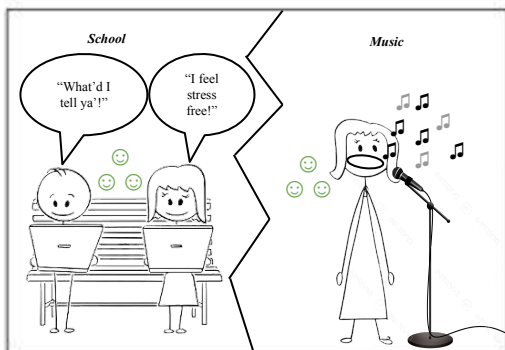

Samantha faces a rigorous schedule with overlapping academic and music commitments.
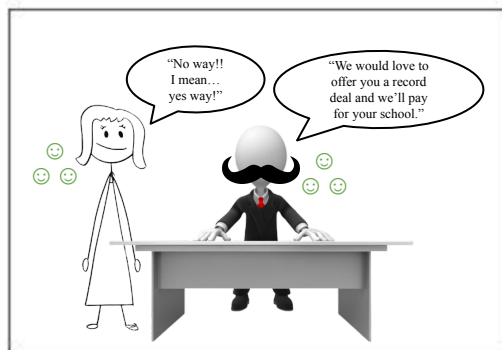

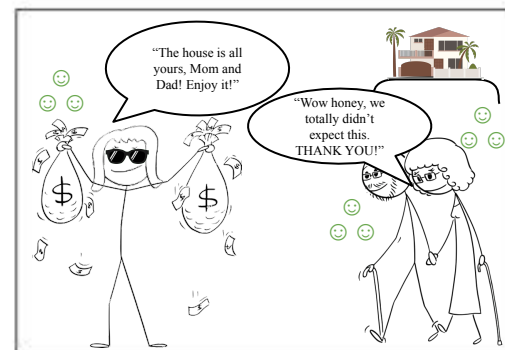Samantha's friend introduces her to a trendy time management app.

Samantha customizes her schedule in the app, allocating time for studies and music.

Samantha successfully manages her time, reducing her stress and meeting deadlines.

Samantha experiences a significant transformation in her life due to improved time management.
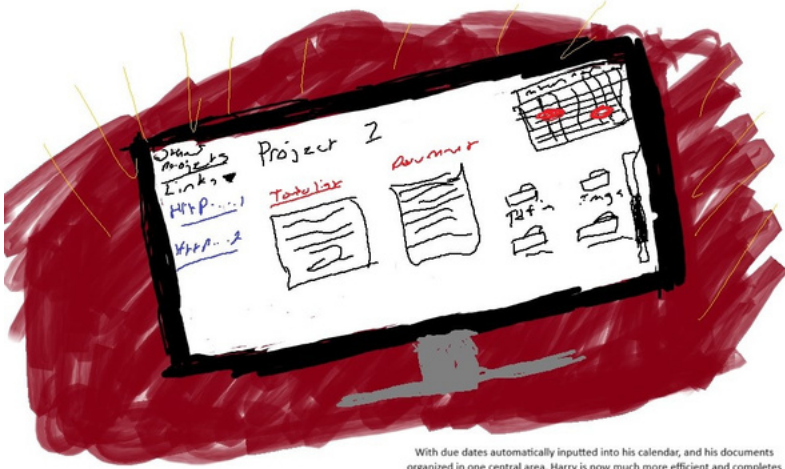

Samantha makes a lot of money from her record deal and buys a house for her parents.

Even with two moniters, Harry finds himself rushed with work, leading to him being completely unorganized and therefore unable to efficiently complete any tasks on time. In fact, he has so many projects that hes not sure when anything is do. He needs a solution that can organize projects, storing all information and data into one, and store that project in an all-around calendar
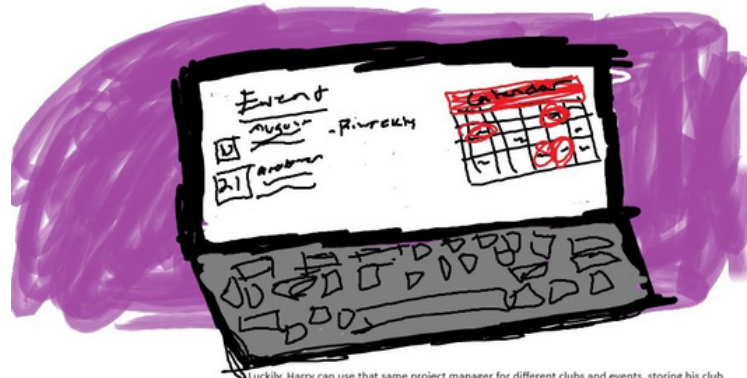

After searching the internet for some time, Harry comes across a Project Management app that stores everything related to the named Project in one place, and adds it to his calendar with weekly reminders and debriefs.

With due dates automatically inputted into his calendar, and his documents organized in one central area, Harry is now much more efficient and completes his tasks on time!

With his newfound time, he joins many clubs and starts spending said time doing hobbies he enjoys, like pickleball! However, it seems he may have joined more clubs than he can handle, and loses track of meeting times.

Luckily, Harry can use that same project manager for different clubs and events, storing his club meetings with other project deadlines all in one calendar!

Now that he is all organized and relaxed knowing when he needs to do work, he sits down to relax and watching tv, all thanks to his new project management app!

Storyboard

persona

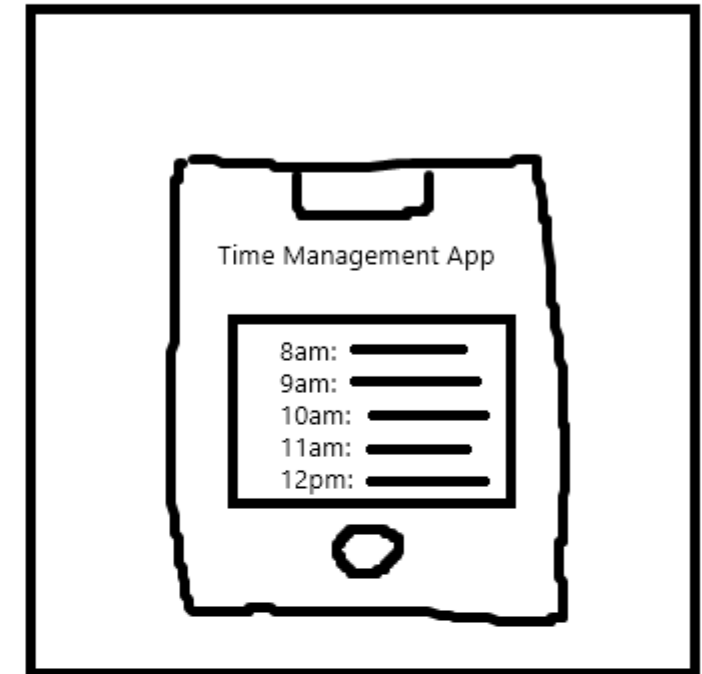Kenneth Piers is an Undergrad at USC

scenario

He has trouble balancing out life with schoolwork

Kenneth needs an app for school schedule

Finds the app on the store

Time Management App

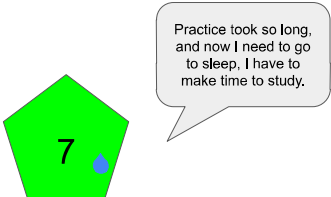makes it easy for Kenneth to check his schedule and tasks

Kenneth is happy that he can manage his tasks daily!

Storyboard
Persona: Geno Smith, student athlete
Scenario: Finding time to study around practice

I have to study, but I have practice in 20 minutes !

Currently is unorganized and manages time poorly so he can't get things accomplished

I ended up getting to practice early! Maybe I could of used my time to study if I didn't.

Time is being wasted due to a bed sense of time.

Practice took so long, and now I need to go to sleep, I have to make time to study.

Needs to find time in the day to study since he is so busy with sports.

Let me import my school and sports schedules into this app so I can try and find time

Scheduling

Navigating

Import Calendar

Selects import calendar feature.

Uses feature multiple times in order to put in all things he has to do in a week.

Now I see time in the day where I could get more work done and can know when I should leave for practice!

Scheduling

Navigating

Import Calendar

Uses scheduling feature in order to find spaces in his schedule to study.

Also shows estimated times to get to next location when locations for events are input.