



Chelsea (17)

Occupation: High School student & works at Forever 21

Ethnicity: Irish (white)

Networth: \$20k/yr (part-time employed & parents allowance)

Location: Los Angeles with parents

Summary: Chelsea is a high school senior who avidly uses her phone to take pictures. She's the type of person who can't live without her phone, it's her life. The type of content she consumes include fashion, food, make up, nails art, and disney anything. She is a fashionista and always wears make up. She's the type of person to always seek social assurance and makes sure all her pictures are edited to perfection. She's the popular kid at school but she's also introverted. Her style is a bit different and leans towards the urban hipster side, despite her family background. She comes from a well income family as she is able to afford many things, but she sees herself as independent because she works part time at Forever 21. She's going to college next year. She doesn't have much hardships and a lot of time to spend on her phone. She's single so she has a lot of time to spend with her group of friends. She also enjoys playing mobile games casually on her free time (candy crush type of game).

Current Usage: She was born around 1998 and grew up in the time of the mobile era, making her very savvy with new apps. She edits all her photos to make sure she looks extra pretty and does it for the likes. She is an avid user of hipster filters. She enjoys the vintage style of photos like what she sees on pinterest. Her current flow is she uses a lot of different photo editing apps because different editing apps do different activities. Behavior of deleting and organizing because her phone is only 16gb. Does a lot of deleting of photos.

Social Apps: Instagram, Pinterest, Snapchat, Facebook, Twitter, Tumblr, Yik Yak

Photo Editing Apps: PicsArt, VSCOcam, Aviary, Pic Sitch, Hyperlapse

Problem: Too many photo editing apps that do different things. Sharing photos with a group of friends from the same event instantly. Running out of storage and ends up deleting photos to free up space. She has many social networks and she has to post many times. Privacy concerns.

Needs: An all in one kind of editing tool where she doesn't have to flip through different apps. Needs her photos organized automatically so she can free up storage on her phone.