



Jane (36)

Occupation: Marketing at a Start Up & mom of a 3 year old daughter

Ethnicity: German/Polish (white)

Networth: \$90k/yr household income: 180k (with husband)

Location: Silicon Valley

Summary: Jane is a working mom who uses her phone to take pictures of moments with her kid. Her kid is everything so she share these moments with friends and family on Facebook or via email. She is not too heavy on photo editing, but she does find it entertaining to make collages and stickers. Being a working mom she does not have a lot of time and she always has some sort of errands to run. She herself keeps her life very organized and schedules all her aspects of her life. She spends a lot of time on these photo apps mainly to remember the memories she has created. She has a high capacity phone, but she runs out of storage because she takes a lot of photos and videos. Searching photos is a problem for her because she has a lot of duplicate photos. She constantly has to delete many of her photos and videos because she runs out of storage.

Current Usage: She documents her daughter's moments with a slideshow of many photos. (no problem on the sharing part, they complain about the steps or if the app is too complicated. Its not advance enough. Mom doesn't have multiple social networks to share on.

Social Apps: Facebook, Pinterest, Facebook, Instagram, Timehop

Photo Editing Apps: Flipagram, PicStitch, PhotoGrid, Aviary

Problem: Being a mom she is very concerned about privacy. She keeps her house and her life organized and the photos on her phone should be the same so she could share old moments more easily.

Needs: Managing the many moments with her daughter and easily generating content relevant to share with her friends and family. This kind of user would feel nostalgic with old photos through her timeline.