

Organize ~ Collaborate

# Gottfried M.

**Age** 82

**Occupation** retired software engineer

**location** Sunnyvale, CA

**Gender** Male

**Tier** Expert



## Quote

“if I could have a way to let the subscribers send me their clippings to include that would cut my design time down.”

## Motivations

works as an award winning editor for a local yacht club news letter and has to use clip programs to help format it.

Uses post it notes at the moment because they are right next to the computer he works at, but would like to get rid of the mess.

## Goals

- Allow others to add video clips or photos for inclusion
- Organize things into personal and business
- Ability to use it on his tablet when away from laptop or desktop

## Frustrations

- workflow suffers from disjointed location of notes
- cluttering up his desktop and files with everything he saves
- Not able to access it on his tablet

## Bio:

A retired V.P. of Research at a large well known software company, he remains very into technology and has every type of device you can think of. He was an early adopter of new tech gadgets. He works from home designing an award winning newsletter for his yacht club. He has the beginnings of parkinsons so his manual dexterity is starting to suffer. He is still very active and walks his favorite “child” twice a day.

# Share ~ Collaborate

# Brenda C.

<b>Age</b>	47
<b>Occupation</b>	CTO
<b>location</b>	Sunnyvale, CA
<b>Gender</b>	Female
<b>Tier</b>	Expert



## Quote

“if I could have a way to keep my group.  
my work and my personal bookmarks  
neat and seperate , that would be  
awesome”

## Motivations

CTO who often uses the bookmark program for both work and as the leader of a local meetup group. She works from home but travels into the office once a week to regroup with her team and meet up with her friends that live in San Francisco for Girls Night.

## Goals

- Would love to be able to have the ability to pin something to an event on a todo
- categorize things in different areas just not one tag
- Able to reveiw and add and share realtime whiteboard style with her employees

## Frustrations

- unable to use her bookmarks from browser on her phone
- organization is to difficult with her current
- Seperating her items from personal and professional

## Bio:

A new CTO for a midsize data storage company, Brenda spends most of her days at home infront of her computer troubleshooting things that come her way. She does find time inbetween fires to research topics for her meetup group that she runs helping younger females get into STEM programs and helps find them interview clothing. She is divorced and likes to go out with the girls the day she goes into the city for her one day in office.

# Share ~ Gather

# Alexis H.

<b>Age</b>	21
<b>Occupation</b>	College Student
<b>location</b>	Berkley, CA
<b>Gender</b>	Female
<b>Tier</b>	Casual



Quote

"in a perfect world i'd be able to  
have a video playing that me and my friends could interact with each other  
during"

## Motivations

sophmore at the College of the Arts studying creative writing. She often uses bookmarking to collect quotes and pieces of writing as inspiration for her poetry. She also loves to share clips she finds about her favorite bands tour dates and photos and videos from it.

## Goals

- Use the program to add a video that she doesn't have to click more than twice to see
- Be able to just clip small quotes
- Ability to use it on his tablet when away from laptop or desktop

## Frustrations

- Unable to clip just small portions of a page
- Can't watch her videos from her clips immediately, has to leave her page
- Can't share her videos immediately

## Bio:

Alix is a sophmore at a private liberal arts on a full merit scholarship for creative writing. She spends her days in class and nights studying and talking with her friends over the internet or going to see a show in the city. She has a different date every weekend, because she doesn't want to settle down early like her parents. She spends a lot of time pouring over literary magazines and cuts out paragraphs from them and posts them around her room.