

# Daniel J.

Role: Organize - Share

Age: 26

Occupation: Design Director

Location: Chicago, IL

Gender: Male

Tier: Expert

## **Motivations:**

Daniel loves to save images he finds online for inspiration. He's bookmarked hundreds over the course of 3 years. However, the browser can just be slightly frustrating. Creating folders, managing them, etc. It's sometimes overwhelming and should be easier. He wants to collaborate with others on his team to share what he finds with ease. Subscribes to several software applications, and never can remember passwords. Would love something that combines a few of those.

## **Goals:**

1. Share inspiration with his team
2. Organize content into groups
3. Ability to write and share notes

## **Frustrations:**

1. Difficulty managing bookmarks
2. Too many different softwares
3. Not accessible on all devices

## **Bio:**

Daniel is a young, single working professional in a big city. He's worked at a number of startups in Chicago, and is now leading a team of 4 designers. He's an early adopter, grabbing up the latest technology devices. He commutes into the city by subway, browsing on his phone during the 30-minute ride. He's interested in photography. He loves trying a new restaurant every night if possible.

## **Quote:**

"If I had a way to share inspiration with my team, we could save time from meeting constantly."

# Susan S.

Role: Observe - Forget

Age: 33

Occupation: Marketing Manager

Location: Seattle, WA

Gender: Female

Tier: Casual

## **Motivations:**

Susan typically bookmarks content she finds interesting in the browser. However, she often forgets what she's bookmarked, and keeping track of it can be slightly overwhelming. She primarily uses her laptop at work to gather this type of content, but without it being synced online, she's unable to access it at home. Susan likes to keep notes for herself and for work, but hasn't found a tool she enjoys. While she works closely with peers, she rarely shares resources with them.

## **Goals:**

1. Keeping track of bookmarked content
2. Ability to view at work and home
3. Would like easy note-taking software

## **Frustrations:**

1. Only accessible on work laptop
2. Hard to remember what's bookmarked
3. Other software is difficult to use

## **Bio:**

Susan is married with two kids, residing in the suburbs of Seattle. She is the marketing manager for a mid-size company. When she leaves work, Susan doesn't take her laptop home with her, trying to distinguish the boundary between home and work. However, she often finds herself working at night to finish projects. Susan's an outdoors person, working her way across the Northwest. She loves camping while reading good books.

## **Quote:**

"I can never remember what I bookmarked, so having an easy way to view the stuff I like would be fantastic."

# Amy W.

Role: Hunt - Gather

Age: 32

Occupation: Web Designer

Location: Katy, TX

Gender: Female

Tier: Professional

## **Motivations:**

Amy is new to the world of design, and is currently gathering everything possible to help her. Typically, she downloads an image or takes a screenshot, and then she stores these on her computer. She's used Pinterest before, but not for work. She likes being able to pull up the site anywhere, but organizing the content isn't the easiest. For notes, she defers to pen and paper. It helps her remember things, but Amy often forgets to take the note pad with her when she leaves the house.

## **Goals:**

1. Centralized way of organizing inspiration
2. Simplicity of pen and paper into device experience
3. Synced online, not computer

## **Frustrations:**

1. Older computer = less hard drive space
2. Doesn't know what tools to use
3. Organizing is time consuming

## **Bio:**

Amy just recently became a web designer. She's picked up a few freelance jobs and is interviewing with several companies for a full-time position. She uses her phone to check Facebook and Twitter, and sometimes likes to jot down notes to remind her of things she needs to do. When she's not chasing her toddler around the house, Amy loves to hit the beach, just an hour south of her. Swimming, running, and eating are her passions.

## **Quote:**

"Right now, my computer can't take all of the images I'm trying to save. I need a simple way to capture and refer back to this stuff."