

USER PERSONA: SAMANTHA MEDOW

BIO:

Age: 20

Gender Identity: Female

Occupation: Undergrad student

Education: Junior year

EXPERIENCE AND USE CASE:

Job experience: part time service jobs.

Needs: An app that can help her in an unfamiliar place in the event of an emergency. She doesn't have time before hand to research this information as she is distracted by her studies.

Use case: Only uses Syren when in immediate need of the information provided by the app.

TECHNICAL:

Devices: Android phone and windows laptop.

Primary device for using Syren: Android Phone

Time spent using Syren daily: <1hour