

JEN G.

AGE 34

OCCUPATION Support Speacilist

LOCATION Weymouth, MA

GENDER Female

TIER Expert

MOTIVATIONS

Jen bookmarks and downloads images that she likes while browsing online on her smart phone, tablet and laptop. She finds organizing and grouping bookmarks challenging. If she sees an image on her phone that she wants to save, she uses "Save Image" option. Sometime she takes a screenshot of them to save in her Camera Roll. Any notes that she takes are in the Notes app and reminders that she needs to keep are in the Reminders app on her iPhone. She uses Evernote mostly for work to keep track of things. She shares her grocery list in reminders, and her wedding guest list in notes with his fiance, Tim. She experiences issues with iCloud updating/syncing.

GOALS

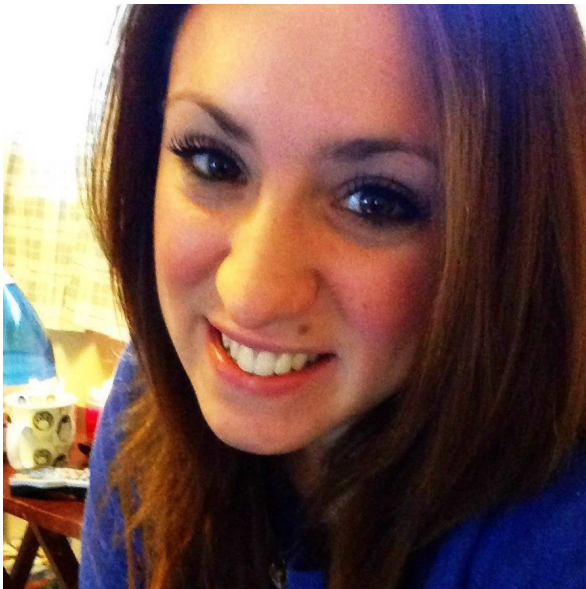
- Organize and group bookmarks.
- Ability to set reminders.
- Ability to share notes /images with others.

FRUSTRATIONS

- Difficulty managing boookmarks.
- Difficulty updating/syncing iCloud.
- Using different tools for personal vs. work notes.

BIO

Jen is a young, working professional living in suburbs and working in the city. She recently got engaged. She has worked at Apple store in New York for a very long time and moved to Massachusetts about a few years ago. She is currently working for a tech start-up as a Support and Training Specialist. She is aware of all the latest technology devices especially all apple products. She is a comic-con fan and interested in art, design and board games.



"I definitely share my notes with Tim sometimes , but for some reason iCloud won't update his to reflect what's on mine, I have no idea why?!"

HUNT - GATHER

SEBIL P.

AGE 33
OCCUPATION Architect
LOCATION Edgewater, NJ
GENDER Female
TIER Professional



"I just need a simple notes app that I can access easily to use like pen and paper without worrying about losing them later."

MOTIVATIONS

Sebil bookmarks and downloads images that she likes while browsing online on her laptop and she uses pin screen on her smart phone. She used to use iPhone notes app, but since she lost some of her notes due to iCloud syncing issue she stopped using it. She now uses Google Keep to take notes. What she likes about Google Keep is that she can easily access all her notes with her email and finds it very easy to use like using pen and paper. She browses building images and architecture articles. She finds it hard to locate specific information and she can't remember passwords so she prefers logging in with her email or with her social media account.

GOALS

- Ability to access saved content via email.
- Ability to access saved content via social sign in.
- Provide simplicity of using pen and paper for notes.

FRUSTRATIONS

- Difficulty finding specific information.
- Losing notes due to iCloud update/sync issue.
- Difficulty remembering passwords.

BIO

Sebil is a young architect living and working in New Jersey. She is originally from Kosovo. She is married with no kids. She is very outgoing and social. She likes hanging out with her girlfriends in Manhattan, trying new restaurants, bars/rooftops and night clubs. She is into social media and enjoys museums, art and design related exhibitions. She is also a great cook and likes saving recipes on her smart phone.

OBSERVE- FORGET

NICK A.

AGE 37

OCCUPATION Accountant

LOCATION South Boston, MA

GENDER Male

TIER Casual

MOTIVATIONS

Nick usually browses work related videos and articles online on his desktop and bookmarks links on his google browser. He uses his smart phone notes app to take personal notes. He finds the saved items on his browser bar to be lumped together. He wants to be able to group bookmarks and remember easily what they are about. He wants to enter custom descriptions for items that he saves to get them pop up upon hovering over them to remind him the content. He also wants to be able create custom templates in his notes app to get predefined fields populated based on selected template to enter notes easily.

GOALS

- Organize and group bookmarks.
- Create custom templates for notes.
- Ability to add custom description for saved items.

FRUSTRATIONS

- Difficulty managing boookmarks.
- Difficulty remembering content of bookmarks.
- Difficulty finding relevant notes.

BIO

Nick is a single guy, accountant working at Babson College. He likes running so you can find him running in South Boston daily. He loves trying new restaurants, bars and enjoys beer tasting. He likes stylish clothing and enjoys browsing and shopping for quality brands. He has 3 brothers and one sister. He likes to spend quality time with his family and friends during the weekends.



"I wish there was a way to enter custom descriptions for saved items that could pop up upon hovering over them to remind me the content."