



NAME

HARLOW

WESLEY

RAYNE

AGE

21 years old

28 years old

35 years old

OCCUPATION

College Student (Major: Business & Marketing)

Freelance Graphic Designer

Startup Founder / Entrepreneur

LOCATION

Boston, Massachusetts

San Francisco, California

Austin, Texas

DEMOGRAPHIC

- Balances coursework, extracurricular activities, and a part-time job
- Prefers structured planning but often feels overwhelmed by workload
- Uses a laptop for studies and a phone for quick task updates

- Works independently, juggling multiple clients and projects
- Values creativity but also needs structured organization
- Uses a desktop for design work and a tablet/mobile for quick updates

- Manages a team and oversees multiple business operations
- Focuses on strategy but struggles with hands-on task management
- Uses a mix of desktop and mobile for work on the go



NAME

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PAIN POINTS & FRUSTRATIONS

- Struggles with balancing assignments, deadlines, and personal projects
- Gets overwhelmed by cluttered to-do lists
- Needs an efficient way to break down large tasks into manageable steps

- Struggles to manage client deadlines and revisions efficiently
- Needs a streamlined system for tracking project stages and deliverables
- Loses track of invoices, client feedback, and important notes

- Has trouble delegating tasks efficiently to team members
- Needs a clear view of project timelines without micromanaging
- Often juggles multiple priorities, leading to missed deadlines

NEEDS & GOALS

- A tool that helps prioritize tasks based on deadlines and difficulty
- Visual breakdown of workload to reduce anxiety
- Smart reminders to prevent procrastination
- A simple yet effective task and calendar system

- A project management system tailored for creative workflows
- Visual task tracking (Kanban, timelines, or progress meters)
- Integration with cloud storage for easy file access
- A way to set client reminders and track revisions efficiently

- A high-level project overview with the ability to drill into details
- Task delegation features with progress tracking for teams
- Automated reminders to follow up on key business milestones
- A dashboard for real-time updates on team progress

