



NAME	HARLOW	WESLEY	RAYNE
DESCRIPTION	College Student. Organized, ambitious, but easily overwhelmed by workload	Freelance Graphic Designer. Confident, creative, and detail-oriented	Entrepreneur. Visionary, strategic, but struggles with delegation
AGE	21 years old	28 years old	35 years old
LOCATION	Boston, Massachusetts	San Francisco, California	Austin, Texas
PAINT POINT	Struggles with balancing coursework, assignments, and deadlines. Often procrastinates due to an overwhelming workload.	Managing multiple clients, revisions, and deadlines is chaotic, leading to missed details and delays.	Overseeing multiple projects and team progress is overwhelming, leading to inefficiencies and missed deadlines.
NEED	A simple planner with due dates, reminders, color-coded categories, and progress tracking for better time management.	A project management system with task breakdowns, deadline tracking, dependencies, and visual organization for smoother workflow.	A high-level dashboard with team tracking, priority setting, collaboration tools, and reporting to streamline operations.