

Persona #1:

Anna Chen is a 21-year-old second-year university student majoring in Psychology. She has always been fascinated by human behavior and cognitive processes, which is why she chose her major. She lives with her two younger sisters, both in high school, in a busy household where distractions are common. As the eldest sibling, she often helps around the house, balancing family responsibilities with schoolwork.

In addition to her studies, Anna works part-time as a tutor, helping high school students with Calculus. She enjoys explaining complex topics in simple ways and feels a sense of accomplishment when her students improve. However, tutoring takes a lot of mental energy, and by the time she's done, she often finds it hard to focus on her own assignments. She struggles with managing her time effectively, frequently underestimating how long tasks will take or getting sidetracked by social media.

Anna doesn't have time to navigate complicated apps and is not super tech-savvy, so she prefers tools that are straightforward and easy to use. If an app has too many features upfront, she quickly loses patience and moves on. She values an app that is simple yet interactive, helping her stay productive without requiring extra effort to learn how it works. Her main goal after graduation is to become a certified psychologist, so she sees technology as a tool for self-improvement. She wants an app that helps her stay consistent with her tasks now, building the discipline and organization skills she will need in her future profession.

Persona #2:

Ryan Mitchell, 25, is an independent, practical, and adventurous individual who thrives in fast-paced environments. While he's passionate about bouldering and exploring new tech, his recent move to a new city for his marketing associate role has added new challenges. Ryan is adapting to the unpredictability of his new life while trying to stay organized. Despite his natural curiosity for technology, he finds himself needing a more structured approach to manage his work, budget, and personal tasks amidst the chaos.

As a tech-savvy professional, Ryan enjoys experimenting with digital tools, but he prefers simple, efficient systems that don't require too much effort. His job in a startup demands multitasking and managing various projects, so he values productivity apps that offer straightforward solutions. He gravitates toward apps that provide clear, actionable steps without overwhelming him with unnecessary features. With a strong desire to stay organized, Ryan seeks technology that enhances his efficiency without adding complexity to his already busy life.

Ryan's goals for using a productivity system are to manage his tasks, track his spending, and maintain consistency in his routines while balancing the demands of his personal and professional life. He needs an app that integrates easily across his devices. Ultimately, Ryan wants a tool that will help him stay on top of his responsibilities and create a more structured routine.