

## PERSONAS

### Adam Levine -The University Student

- Age: 20
- Location: Calgary, Alberta
- Education: Second-Year Computer Science Student at University of Calgary
- Living Situation: Rents a room in a shared student house with four other students.
- Personality traits: Curious, ambitious, easily distracted, social, sometimes overwhelmed, and tends to procrastinate.

#### Background:

Adam is an enthusiastic and curious student who enjoys learning but struggles with time management. Between coursework, coding assignments, group projects, and social activities, he often loses track of deadlines. His tendency to procrastinate leads to last-minute all-nighters and unnecessary stress.

Living with four other students adds to his distractions, making it difficult to focus on tasks. He often forgets assignment due dates, misses study sessions, and ends up feeling overwhelmed.

Currently, he tries using Google Calendar and sticky notes, but they aren't enough. He needs a smarter, automated system that helps him manage tasks without adding more work.

#### Attitude Towards Technology:

Adam has a positive attitude towards technology. As a Computer Science student, he is generally comfortable with digital tools and software. He often uses technology for coursework, coding assignments, and communication, but he struggles to find the right tools for personal task management. While he has tried some basic tools like Google Calendar and sticky notes, he is looking for smarter, more efficient solutions that can automate task management and help him stay organized with minimal effort. He values systems that can integrate with his workflow, making life easier without adding more to his already busy schedule.

#### Goals When Using the System (Task/Scheduling App):

- Automate task management by syncing assignment due dates, project deadlines, and exam schedules so he doesn't have to manually input everything.
- Set reminders for study sessions, group meetings, and personal tasks to avoid missing deadlines.
- Track progress on assignments and coding projects to ensure consistent work and prevent last-minute rushes.
- Prioritize tasks based on urgency and importance, and help him stay focused on academic goals despite the distractions of student life.

## Teyana Simpson -The Stay-At-Home Mom

- Age: 46
- Location: Windsor, Ontario
- Education: Bachelor in Business Administration with Concentration in Accounting
- Living Situation: Owns a home, lives with husband and 3 kids.
- Personality traits: Caring, adaptable, always juggling multiple tasks, nurturing.

### Background:

Teyana left her accounting career to focus on raising her three children, aged 8, 5, and 2, as the cost of daycare became prohibitive. Her days are filled with managing household chores, coordinating her children's activities, volunteering at their schools, and maintaining a harmonious home environment. Her husband works long hours as the sole breadwinner, often returning home late, which limits his ability to assist with household responsibilities. Teyana's business background has instilled a knack for organization, but the dynamic nature of family life presents constant challenges.

### Attitude Towards Technology:

She is comfortable using technology for communication and organization but prefers intuitive, easy-to-use applications due to her busy schedule.

### Goals When Using the System:

- Create a family calendar that syncs with both her and her husband's devices to keep track of children's activities, appointments, and family events.
- Set reminders for household chores, grocery shopping, and meal planning so that nothing is forgotten.
- Delegate tasks between her and her husband and ensure tasks are marked as complete.
- Track recurring tasks, like paying bills or organizing family events, to ensure they are completed on time.
- Use a shared to-do list for managing both family and personal goals.

## Leb France -The Entrepreneur

- Age: 34
- Location: Toronto, Ontario
- Education: High School Diploma
- Living Situation: Owns own home.
- Personality traits: Visionary, goal-driven, adaptable

### Background:

Leb France is a 34-year-old entrepreneur based in Toronto, Ontario. After completing high school, he launched his own clothing brand, transforming his passion for fashion into a thriving business. Over the years, his brand has gained recognition for its unique designs and quality craftsmanship. As the founder and CEO, Lebron oversees various aspects of the business, including design, marketing, and operations. His daily schedule is packed with meetings involving suppliers, retail partners, and internal teams, reflecting his commitment to driving the brand's success.

### Attitude Towards Technology:

He embraces digital tools for efficiency but prefers streamlined solutions that don't require excessive learning curves.

### Goals When Using the System:

- Centralize his business schedule by managing client meetings, supplier deadlines, and internal team tasks all in one app.
- Track project deadlines for new collections, production timelines, and marketing campaigns.
- Set reminders for critical tasks, such as product launches or financial reviews.
- Share tasks with his team, allowing them to update progress and mark off completed tasks.
- Prioritize daily activities, such as meetings, design sessions, and operations tasks, to ensure smooth workflow management.