

PERSONAL - SHARE

SIMONE L.

AGE 30

OCCUPATION author, homemaker

LOCATION Bay Area, CA

GENDER female

TIER casual



"It's pretty easy to share things with other people, but bookmarks are a mess."

MOTIVATIONS

Likes to save images and links to share occasionally, but will also do it personally (for example, with recipes). Not hard to share, but bookmarks are disorganized, so she doesn't use them that often. She uses the notes app on her phone frequently. It would be helpful to share grocery lists, but mostly she wants notes for herself.

GOALS

- Easy and fast to input and update content
- Ability to keep some notes personal
- Share and bookmark all kinds of content in a well-organized way

FRUSTRATIONS

- Used to use OneNote, and it crashed frequently
- Bookmarks are disorganized, and it's hard to find things sometimes
- Can't easily share lists made on notes app

BIO

Simone is married with five children and lives in the suburbs of the East Bay. She is well-acquainted with technology, having lead large teams in the past, but now mostly uses technology to share and to help with researching for her writing and for building her home. Her typical day involves reading, writing, researching, searching the web for products for her home, and engaging with her family.

FIND - LOG - SHARE

BRANDON M.

AGE 56

OCCUPATION program management architect

LOCATION Bellevue, WA

GENDER male

TIER expert



*"I come across links etc everywhere
and want to just quickly file them away."*

MOTIVATIONS

For links that he shares with others, he usually uses Facebook. He can always search to find them again and it works fine. When he's saving for himself, he uses Chrome bookmarks on occasion, but mostly uses Pocket. For both of those, the biggest problem is organization and keeping them up to date. He keeps meaning to add tags or something but never gets around to it.

GOALS

- Automatic tagging/classification for organizational purposes
- Cross-device and cross-platform
- Quick filing

FRUSTRATIONS

- Organization is difficult and messy
- System doesn't automatically keep things up to date
- No automatic tagging system

BIO

Brandon is an urban technology professional with a busy life. He doesn't really have a typical day because his work is varied and complex. Both he and his wife have to work around their professions in order to do what they like. He's very involved in and opinionated about the technology industry. He enjoys good food, good wine, and being with friends and family when possible.

OBSERVE - SHARE

MARY K.

AGE 20

OCCUPATION student

LOCATION San Diego, CA

GENDER female

TIER casual



"I [save] links that are important to me, and definitely to other people. Basically, to the entire world."

MOTIVATIONS

For important videos and links, she uses the notes app on her phone. On her computer, she occasionally bookmarks things, but more often she'll just immediately text the content to her friends. She thinks the apps she uses can be more accessible across devices, but she's adapted. She uses Facebook to sign into other apps fairly frequently to reduce difficulty with passwords.

GOALS

- Easy to use and to share content with other people
- Group content so that people you want to see it can and others can't
- Share videos with friends

FRUSTRATIONS

- Remembering passwords can be a hassle
- Apps don't always sync across devices
- Has to organize things herself

BIO

Mary is a typical collegel student who enjoys sharing content with her friends and family. She spends a lot of time on social media, and mostly shares videos and memes that she thinks are important. The rest of her time is spent in school, doing homework, playing piano, and watching Netflix.