



Marissa Young

27

Lives with boyfriend and cat

Berkeley, CA

Administrator

Motivations

- Staying organized
- Managing content
- Sharing good things, like cookies and recipes

Tech

NETFLIX



slack

Bio

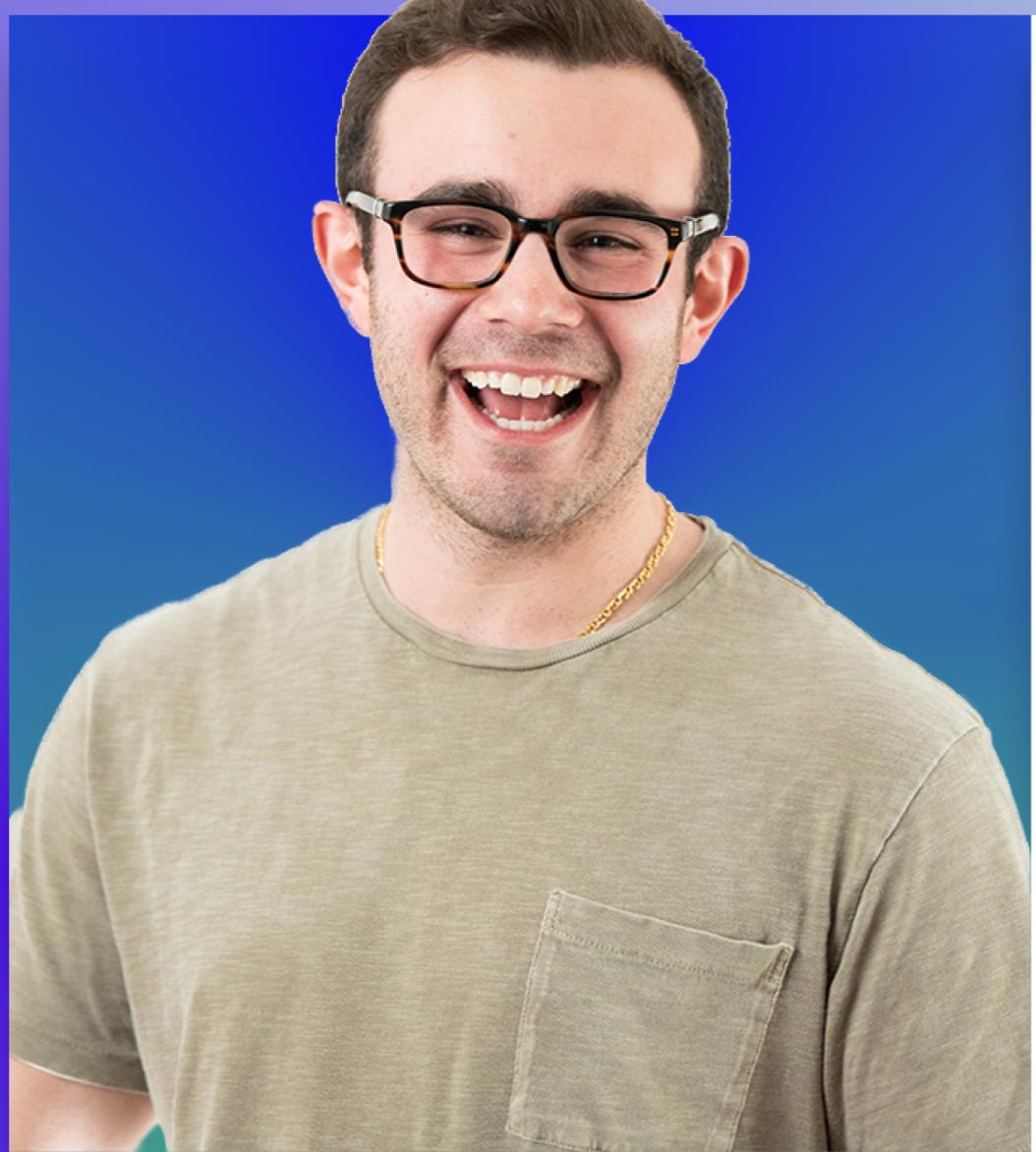
Marissa is an administrator living in Berkeley, CA. She is an avid baker, and loves to try new recipes (but also always needs to access old ones). She is very active and curious, loves to read media of all kinds, and an animal lover. At her job as an Administrator for a small tech company, she needs an easy way to keep track of her files, and share them with colleagues.

Needs

- Simple, nonconfusing UI
- Automatic backups so no syncing required
- Easy access to files across devices

Frustrations

- Sometimes files are difficult to find for collaboration
- UIs for cloud storage are not user friendly



Colby Green



29



Lives with his wife and their dog



Sacramento, CA



Student

Motivations

- Easy sharing with schoolmates and teachers
- Saving tech articles from the Internet
- Being able to work remotely

Frustrations

- Difficulty organizing content means more time spent looking for it
- No one app does everything he wants
- Not enough space in the app, or having to pay for space

Bio

Colby is a student studying computer science in Sacramento, CA. Colby is always learning something new and researching things on the Internet. He likes to share the things he saves, and needs an app that lets him organize all this content, and share it with friends and classmates.

Goals

- Save and share documents and content easily from mobile or desktop
- Ability to make docs, spreadsheets, and presentations
- Share and collaborate on assignments and projects

Tech

Google

