




















Cam Cameron

High School
Student, Grade 8,
13 years old



STUDENT

Skills

Sports	    
Time Management	    
Problem Solving	    
Leadership	    

Interests

- *Fencing*
- *Music - plays trombone in Jazz and Concert Band*
- *Soccer*
- *Basketball*
- *Track*
- *Jiu Jitsu*

Motivations

- wants to go into Electrical Engineering after high school
- knows he has to do well in school to get into a good university
- wants to get good grades and establish good study habits

Objective

As an active student involved in many sports, Cam has a **hard time managing his assignments** and various activities after school. It's his first time experiencing a semester system in high school and he has **no idea how to keep track of his assignments and homework** from all his different classes. He is looking for an application that can **guide him through the process of how he can keep track of all his assignments**. He would like to **establish good study habits** so so he doesn't fall behind in school and can still participate in all the various activities he loves.

Challenges

- **time management**
- procrastination
- meeting deadlines and expectations
- wants to establish good study habits but **doesn't know where to start**

Haley Dylan

Mother of 6,
36 years old.



PARENT

Skills

Cooking	    
Time Management	    
Baking	    
Nurturing	    

Interests

- *Cooking*
- *Baking*
- *Crocheting*
- *Playing the piano*
- *Singing*
- *Soccer*
- *Hockey*

Motivations

- wants to **schedule time to focus and get things done**
- better way to **plan out her schedule**

Objective

As a busy mom of 6, Haley Dylan **barely has time** to buy groceries, let alone meal plan. She also has a **hectic schedule** with various activities she has to drop her kids off and pick them up from. She often **feels overwhelmed** with all the tasks she has to do she **can't focus** when she does have down time to focus on herself and what she needs to get done. She is looking for an application where she can **better organized her tasks and schedule** so that she has time to sit down and focus on meal planning, and creating her schedule for the upcoming week among other things.

Challenges

- **time management**
- **unable to focus**
- always feeling **overwhelmed**

Sue Smith

Elderly woman,
retired baker,
87 years old.



Skills

Baking	    
Technology	    
Time management	    
Memory	    

Interests

- *Baking & Cooking*
- *Gardening*
- *Exercising*
- *Reading*
- *Travelling*

Motivations

- Wants to continue her legacy of baking for her grandchildren
- Fighting her recent diagnosis of Alzheimer's disease
- Wants to stay in touch with the rapid evolution of technology

Objective

As a retired baker, gardening lover, and travelling addict, Sue definitely has **a lot on her plate**. Unfortunately, with her recent diagnosis of Alzheimer's disease, she begins to struggle with her declining memory. She is often **forgetful**, and **confuses** her two grandchildren, Cam and Sam. She has motivations to **stay productive** despite these obstacles and **wishes for a simple and straightforward application** as a solution. With additional assistive help, she can receive daily reminders and plan her weekly schedule accordingly.

Challenges

- **Memory**
- Organization
- **Not familiar with technology**