Cam Cameron

High School Student, Grade 8, 13 years old



Skills

Sports

Time
Management

Problem Solving

Leadership

Interests

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

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

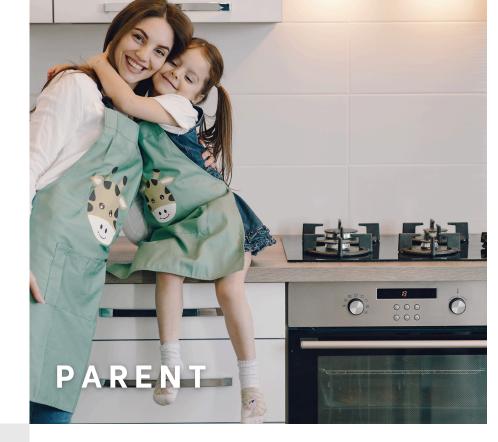
As an active student involved in many sports, Cam has a hard time managing his assignments and various activities after school. It's his first time experiencing a semester system in high school and he has no idea how to keep track of his assignments and homework from all his different classes. He is 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.



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 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 wishes obstacles and for simple 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