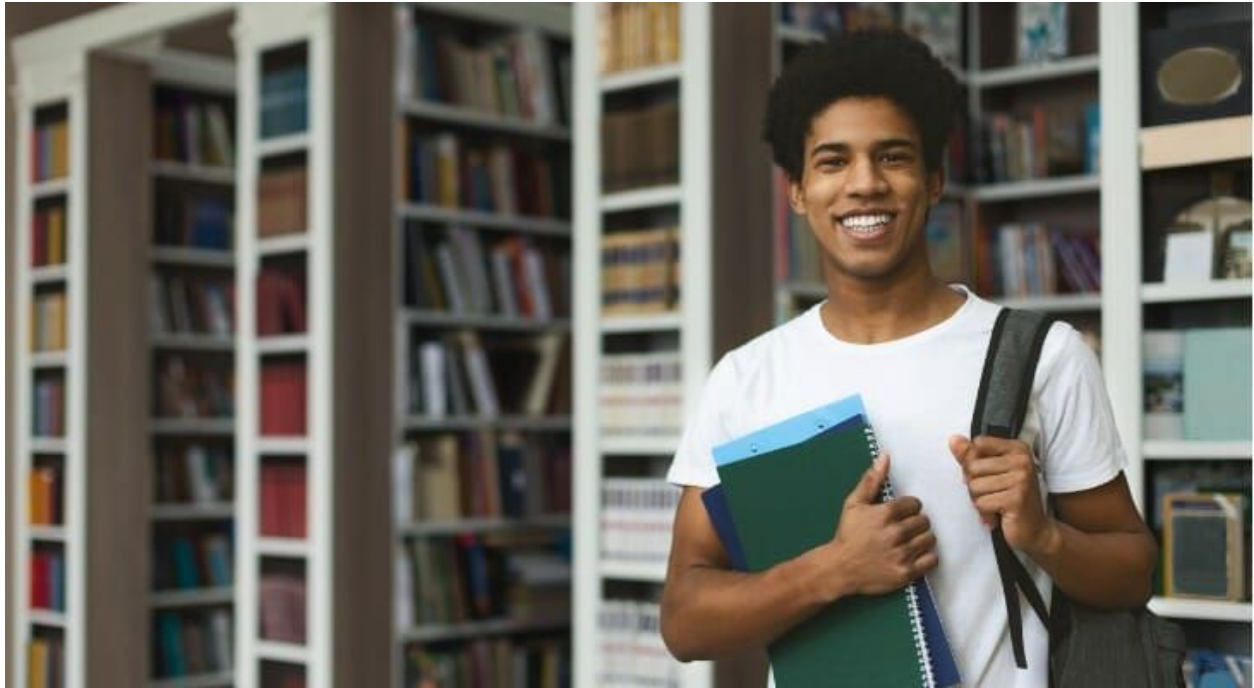


USER STORIES

College Student:



Meet David.

Age: 21

Bio: David is a college student. He's a pretty sociable guy, and has a lot of friends who often urge him to skip studying to hang out with them. Because of this, he can often get distracted very easily, and has many assignments that haven't been done and need to be completed very soon. So something that could help increase his productivity and decrease his distractions would be beneficial to helping him achieve his educational goals.

Goals:

- Passing his classes with good grades
- Not needing to stress out about school so much
- Gain focus when it comes to studying/working.

Frustrations:

- Notorious procrastinator
- Struggles to balance social life with school
- Has a habit of turning in assignments late

Parent:



Meet Ryan and his daughter Jessica.

Age: 35 and 8

Bio: Ryan is a single father who has a busy job as an accountant, and has to help his daughter Jessica with her math homework. Jessica is struggling with the material, and also has a short attention span, which makes it hard for her to get through all of her homework in a timely manner. Even though Ryan understands Jessica's homework (as an accountant), he has trouble keeping her attention. As a result, Ryan spends hours on the homework and keeping Jessica focused.

Goals:

- Wants to spend more time with his daughter doing other activities.
- Wants to help his daughter learn to be more productive.
- Ryan wants to be able to have time to go out/have a social life.

Frustrations:

- Ryan is too tired from work and Jessica's homework
 - Jessica just wants to play
-

Software Dev:



Meet Cody

Age: 24

Bio: Cody graduated from college and works at Amazon as a software engineer. As such, he lives a very busy life. He has lots of projects that he's dealing with on any given day, and has to impress his boss or else he won't be promoted to Project Manager for higher salary. Outside of work, he is also pursuing his M.S. in computer science, and would like to make more time for his thesis instead of working overtime. So something that could help him with time management would be beneficial to him.

Goals:

- Wants to make more money
- Wants to get his Masters Degree

Frustrations:

- He has too much stuff to do for both Amazon and Grad School
- Stuck on his project at Amazon, gets too distracted by everything else he's working on
- Has wrists problems from using the computer too much