

# Sam

## Background

Full time college student studying towards his bachelor's degree in computer science and software engineering in a fast-paced environment.

He tackles multiple classes, projects, and assignments every day, thus organization is a priority to him.

He likes his note taking to be efficient and concise.

He owns an android phone, tablet and windows laptop that he uses for his studies.

He undertook the final years of his secondary education during the Covid-19 pandemic and thus has become accustomed to using digital learning tools.

## Personality

**Organized:** Sam likes to keep his notes well organized by topic and class.

**Tech-Savvy:** He comes from a rural background and thus is accustomed to using technology as part of his everyday life.

**Collaborative:** he often collaborates with other students on assignments or projects and finds group study beneficial to his learning.

## Goals

**Efficiency:** Sam wants to be able to efficiently take notes during his classes.

**Accessibility:** He wants to be able to access his notes from any of his devices.

**Collaboration:** He needs to be able to work together with his peers on certain notes.

## Preferences

**Sleek UI:** A clean and intuitive user interface for seamless interaction and navigation

**Reminders:** Sam would like to be able to add reminders to notes he wants to come back to later.

**Customization:** He would like to be able to customize the apps appearance to tailor it for his use.

## References

*"When looking at differences by community type in technology ownership, rural adults are less likely than urban adults to own traditional or tablet computers. In addition, rural residents are less likely than suburbanites to say they have a tablet."*

Vogels, E.A. (2021). *Some digital divides persist between rural, urban and suburban America*. [online] Pew Research Center. Available at: <https://www.pewresearch.org/short-reads/2021/08/19/some-digital-divides-persist-between-rural-urban-and-suburban-america/>.

*"The COVID-19 pandemic has had a significant impact on the note taking app market share. With the widespread adoption of remote work and distance learning due to lockdowns and social distancing measures, the demand for note taking apps has increased"*

www.businessresearchinsights.com. (n.d.). *Note Taking App Market Size By 2031 | Share, Growth, and Industry Analysis*. [online] Available at: <https://www.businessresearchinsights.com/market-reports/note-taking-app-market-106125>.

*"Unlike the teenagers, young adults don't appreciate interactivity unless it serves a purpose towards their task."*

www.codal.com. (n.d.). *UI: Designing for Different Age Groups*. [online] Available at: <https://www.codal.com/insights/ui-designing-for-different-age-groups> [Accessed 20 Feb. 2024].

“Ireland has a young third-level student population, the median age of all students in the study was 22 (mean age 25).”

EUROSTUDENT SURVEY IV Report on the Social and Living Conditions of Higher Education Students in Ireland. (2009). Available at: <https://hea.ie/assets/uploads/2017/06/Eurostudent-Survey-IV.pdf>.