

Emily Parker

age: 22

residence: Chicago, Illinois

education: Senior year undergraduate student pursuing a Bachelor's degree in Computer Science at a reputable university

occupation: Part-time intern at a local software development company

marital status: Single



"Time is really the only capital that any human being has, and the only thing he can't afford to lose." - Thomas Edison

Emily's days are filled with a mix of attending lectures, working on programming assignments, collaborating with peers on group projects, and squeezing in some personal time for relaxation and hobbies like painting and playing guitar. She thrives on structure but often struggles to manage her time effectively, especially when faced with multiple deadlines and complex coding tasks.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Seamless integration of the app with her daily routine.
- Customizable reminders for deadlines and study sessions.
- Progress tracking to monitor her productivity and adjust her study habits accordingly.

Values

- Efficient planning and organization

Criteria For Success:

Emily would feel successful if she could consistently meet project deadlines, maintain a high GPA, and have enough time to pursue her extracurricular interests without feeling overwhelmed by academic pressure.

Wants

- A user-friendly interface that simplifies the task of managing academic responsibilities
- Features such as gamification elements to incentivize productivity
- Comprehensive support for both short-term and long-term planning

Fears

- Falling behind on her coursework
- Missing out on opportunities for personal growth and self-improvement due to poor time management

