

User Personas

Personas for cloud storage app solutions.

Persona 1

CRYSTAL

Married, 30 years old, Boston, MA



"It would be great if I could find what I'm looking for right away"

Goals

To find a cloud storage solution that can stay organized with little effort. She's concerned about not being able to find sound bytes she saves from the web.

Profession



Motivations

Saving different kinds of files



Creating content



Sharing content with band



Using app on mobile device



Deal Breakers

- No organization system
- Not mobile friendly
- Inconsistent file type compatibility
- No search function

Persona 2

ANA

Single, 25, Miami FL



"I find it hard to edit my notes in my cloud storage"

Goals

To find an easy to use platform to exchange notes with classmates. She's concerned about frustration from not being able to navigate the app.

Profession



Motivations

Collaborating with classmates



Scanning notes into app



Sharing entire folders of content



Using app on desktop



Deal Breakers

- Hard to use
- No real time collaboration
- No full featured desktop app
- Inability to share groups of files

Persona 3

HENRY

Single, 31, Chicago IL



"I'm tired of always needing more!"

Goals

Ample space to save all the articles and books he has written. A easy, efficient way to create content right in the app.

Profession



Motivations

Creating content



Scanning journal entries into app



Having more space to store files



Sharing photos with family



Deal Breakers

- No full featured content creation abilities
- Small storage space
- Inconsistent file type compatibility
- No scanning feature in mobile app