

Incoming Freshman

"I'm starting college next month and need a way to better organize my time."

Lauryn Mound is a 19-year-old single woman. She recently finished high school in Michigan and will be attending a state school in the fall. Lauryn suffers from Attention Deficit Disorder, which makes things like concentrating very difficult. In high school, Lauryn averaged a C in her classes. She hopes to get a fresh start in college and become more focused student. Lauryn has trouble remembering her tasks unless she has a single location to represent them. She is a visual learner.



Background

19 years, Female
Middle class
Student

Needs

System to manage time
Improve school work

Attributes

Creative
Procrastinator
ADD/trouble staying
focused

Tech Capability

Experienced

In high school, Lauryn utilized a white board she installed on her wall. Unfortunately, when she leaves for college, the white board must stay for one of her younger siblings. Lauryn knows she needs to establish a system like she had to best keep track of her time. Lauryn asks a few of her friends how they manage and learns about mobile planner apps. They explained the benefit and Lauryn is interested to look for some apps. She figures it could also help her remember to do her laundry.

In her free time, Lauryn is a creative. She aspires to study design and apply his artistic fervor into his career. Lauryn also enjoys singing.

Scenario Table

Scenario	Needs	Feature	Behavior
Lauryn is going back to school in less than a month. Transitioning from a relaxed summer, she knows she must find a system to manage her time. She has heard about mobile planners. She opens her smartphone and begins searching the web and app store.	<ul style="list-style-type: none">Planning systemBetter time managementFind a systemImprove schoolwork	<ul style="list-style-type: none">App Store (Apple)Google (search)	Lauryn begins analyzing different apps in the store. She is bombarded with loads of options. She uses Google to search for reviews. She finds a site that gives an app, MyHomeworkApp a 5-star rating. She returns to the app store and downloads it. Now, she begins learning it.