

**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.

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. | * Planning system * Better time management * Find a system * Improve schoolwork | * 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. |

**Attributes**

Creative

Procrastinator

ADD/trouble staying focused

**Tech Capability**

Experienced

**Background**

19 years, Female

Middle class

Student

**Needs**

System to manage time

Improve school work