

BRIDGET S.

AGE 39

OCCUPATION CONSTRUCTION MANAGER

LOCATION CLEVELAND, OH

GENDER FEMALE

TIER PROFESSIONAL

MOTIVATIONS

Bridget needs a way to take photos, keep notes and links with them, and share the whole package with her coworkers. She works hard to research issues she finds but doesn't have a good way to organize the information she collects. Saving in her browser has left her with a long, disorganized list of links with no context, and her photo library is a mess. She doesn't have time to devote to the backlog, she says she would rather delete them all.

GOALS

- Organize multiple kinds of content together
- Share her work with coworkers
- Quickly take notes in meetings

FRUSTRATIONS

- Difficulty managing bookmarks
- Notetaking software is inconvenient and doesn't allow for photos
- Difficulty sharing in a presentable way

BIO

Bridget is a married mother of two, but also a devoted career woman. She has worked in her current position for a long time and is considered a leader among her coworkers. She uses current technology, but is resistant to adopting quickly, preferring to let others try things first so she knows what she's getting into. She is interested in running, her kids and she loves her local sports teams.



"I need to get organized so I can quickly share my observations with my coworkers."

OBSERVE-FORGET

SUSAN S.

AGE 33

OCCUPATION MARKETING MANAGER

LOCATION SEATTLE, WA

GENDER FEMALE

TIER CASUAL

MOTIVATIONS

Susan typically bookmarks content she finds interesting in the browser. However, she often forgets what she's bookmarked, and keeping track of it can be slightly overwhelming. She primarily uses her laptop at work to gather this type of content, but without it being synced online, she's unable to access it at home. Susan likes to keep notes for herself and for work, but hasn't found a tool she enjoys. While she works closely with peers, she rarely shares resources with them.

GOALS

- Keeping track of bookmarked content
- Ability to view at work and home
- Would like easy notetaking software

FRUSTRATIONS

- Only accessible on work laptop
- Hard to remember what's bookmarked
- Other software is difficult to use

BIO

Susan is married with two kids, residing in the suburbs of Seattle. She is the marketing manager for a midsize company. When she leaves work, Susan doesn't take her laptop home with her, trying to distinguish the boundary between home and work. However, she often finds herself working at night to finish projects. Susan's an outdoors person, working her way across the Northwest. She loves camping while reading good books.

"I can never remember what I bookmarked, so having an easy way to view the stuff I like would be fantastic."

HUNT-GATHER

AMY B.

AGE 32

OCCUPATION WEB DESIGNER

LOCATION KATY, TX

GENDER FEMALE

TIER PROFESSIONAL

MOTIVATIONS

Amy is new to the world of design, and is currently gathering everything possible to help her. Typically, she downloads an image or takes a screenshot, and then she stores these on her computer. She's used Pinterest before, but not for work. She likes being able to pull up the site anywhere, but organizing the content isn't the easiest. For notes, she defers to pen and paper. It helps her remember things, but Amy often forgets to take the note pad with her when she leaves the house.

GOALS

- Centralized way of organizing inspiration
- Simplicity of pen and paper into device experience
- Synced online, not computer

FRUSTRATIONS

- Older computer = less hard drive space
- Doesn't know what tools to use
- Organizing is time consuming

BIO

Amy just recently became a web designer. She's picked up a few freelance jobs and is interviewing with several companies for a fulltime position. She uses her phone to check Facebook and Twitter, and sometimes likes to jot down notes to remind her of things she needs to do. When she's not chasing her toddler around the house, Amy loves to hit the beach, just an hour south of her. Swimming, running, and eating are her passions.

"Right now, my computer can't take all of the images I'm trying to save. I need a simple way to capture and refer back to this stuff."