

ORGANIZE-SHARE

BRIDGET S.

AGE 39

OCCUPATION CONSTRUCTION MANAGER

LOCATION CLEVELAND, OH

GENDER FEMALE

TIER PROFESSIONAL



"If I had a way to share inspiration with my team, we could save time from meeting constantly."

MOTIVATIONS

Bridget needs to keep track of a busy workplace and also needs a way to quickly take notes and share them with her coworkers. She works hard to research issues she finds but doesn't have a good way to organize the links she collects alongside the notes she takes. Saving in her browser has left her with a long, disorganized list of links with no context. 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
- 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.

ANNIE O.

AGE 29

OCCUPATION ATTORNEY

LOCATION WASHINGTON, D.C.

GENDER FEMALE

TIER EXPERT



"Keeping different file types organized together would be a game changer for my practice."

MOTIVATIONS

Annie needs to gather tons of information for her work, and because she collaborates with her coworkers on cases she needs an easy way to share her findings with her team. Her team typically saves links, notes and images to a Word document kept on the firm's internal network, but Annie finds this process cumbersome, especially since she often works out of the office, where the intranet isn't available. In this case, she uses three different apps on her tablet to keep track of the information she needs, so she can update the Word document later.

GOALS

- Access data anywhere
- Organize with one simple method
- Have data easily viewed and updated by collaborators

FRUSTRATIONS

- Data inaccessible out of the office
- Hard to remember which items belong together
- Constantly updating with a cumbersome method

BIO

Between her family life with her husband and a new baby and her high-paced job at a law firm, Annie is incredibly busy, with nearly every moment of her day scheduled and accounted for. She enjoys her work, especially researching case files and writing briefs. She enjoys running, reading, and playing and watching hockey.

COLLECT-RETURN

LAURA P.

AGE 41

OCCUPATION STAY AT HOME MOM

LOCATION CLEVELAND, OH

GENDER FEMALE

TIER CASUAL



"I wind up with piles of information. I know what I need is in there somewhere, but I can't seem to find it."

MOTIVATIONS

Laura captures tons of information with her phone, usually with the intent to refer back to it later when she needs to remember it. She often uses the voice-to-text feature on her phone to record notes to herself, and also uses the-camera feature on her phone to capture pictures of things she intends to remember. She likes that her phone syncs seamlessly with her computer.

GOALS

- Stay organized for easy referencing of notes
- Keep visual and written notes together
- Sync between devices without wires

FRUSTRATIONS

- Organizing is something she doesn't do intuitively
- Overwhelmed by complicated processes
- Dislikes typing on mobile devices - prefers talk to text or typing on computer

BIO

Laura is a former tax attorney who left her job several years ago to raise her three young children and manage her household, including managing the business side of the small hobby farm her husband keeps. She uses her phone to capture things she wants to remember as she runs around each day between school, preschool, PTO, girl scouts, sports, the farmers' market and family shopping. She loves the outdoors, NPR, running and reading.