



Persona 1: Dino Leback

Age: 19

Dino Leback is a freshman at the University of Washington, and is taking many courses to cover his major requirements. He is a high school graduate and is currently looking to become an anthropology major and an art minor. He grew up in Seattle, Washington. He is a very busy person, since he also has a job on-campus at a cafe, and runs on the cross country team. He spends a lot of his free time finishing his homework, and he likes to play board games with his friends if time allows. Dino is moderately experienced with technology because he's been using it his whole life, but he would not call himself an expert. He is interested in using Digital Planner since he is very overwhelmed with his college schoolwork and cross country meets, and has a hard time figuring out what homework assignments he should work on and when.



Ruth Palmeio

Age: 36

Ruth Palmeiro is working on getting a Masters in philosophy from Harvard. She grew up in Portland, Maine, and got her bachelor's in Philosophy from the University of Southern Maine. She then moved to Cambridge, Massachusetts for her graduate degree at Harvard. When Ruth

isn't researching philosophy and TA'ing classes, she spends her time reading and watching the news. Ruth is not a very technically skilled person and is used to taking notes by hand and using a paper planner. However, she is becoming busier and busier, so she wants to switch to using a web application to keep track of her busy schedule and all her assignments. Also, Ruth might be developing arthritis, and she thinks using a digital planner as opposed to a paper one will be



easier on her joints. She hopes Digital Planner will give her a better idea of her schedule so she can find more time for her hobbies like watching the news and reading.

Name: Noah Smith

Age: 12

Noah Smith goes to Central Middle School in Topeka, Kansas. He is in sixth grade. He prefers to spend his time playing Fortnite with his friends Jack and Toby on his Xbox. He has a high level of experience with technology and is readily comfortable using computers. He is not enjoying school, and he has trouble managing his work. He also likes baseball. His parents are concerned that he is spending too much time playing Fortnite and not enough time on his work. They want him to use the Digital Planner to better manage his time and give him an idea of what he has to do for each week. They think Digital Planner will help him focus on his work and will give him time management skills for the future.