

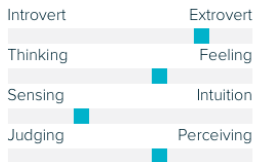
# Brady Wilson



"Do something worth reading"

**Age:** 21  
**Work:** Vivint Salesman  
**Family:** Single  
**Location:** Sandy, Utah

## Personality



Adventurous Motivated Tech Savvy

## Goals

- Wants to make sure he remembers to post the best stories
- Wants to find something that streamlines Facebook, Instagram, Twitter uploads
- Wants to be able to be reminded of his fun memories

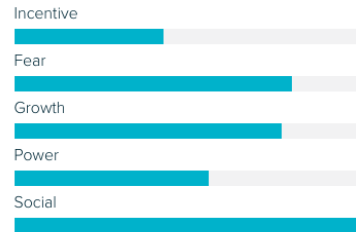
## Frustrations

- No quick way to record memories for posterity
- Family Search isn't "cool"
- Journals aren't easy to keep, not always digital

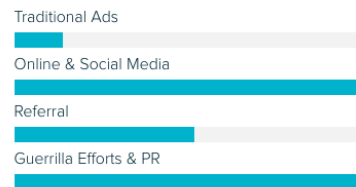
## Bio

Brady is a recently returned missionary of the LDS church, and he wants to keep a journal, because he was told to, but he finds that hard to remember to do. He takes lots of pictures on his travels, which is followers love. He wants an app that can make sure he posts all his experiences to all his socials, plus Family History sites, since he got into that on his mission.

## Motivation



## Preferred Channels



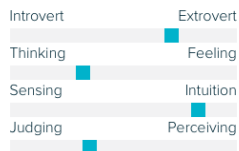
# Michael Jones



"A quotation that captures this user's personality."

**Age:** 34  
**Work:** Salesman  
**Family:** Married, Young kids.  
**Location:** Atlanta, GA

## Personality



Caring Family Man Adventurous

## Goals

- Wants to find a way for his kids to see his stories.
- Wants to find something that can record his memories when he has time
- Wants to upload them to a site besides Facebook

## Frustrations

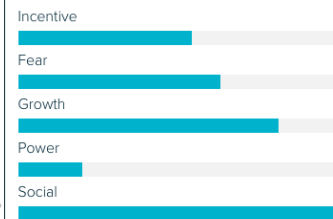
- Facebook might be gone by the time his kids are old enough.
- Doesn't have time to write in a journal.
- Finds the current way to upload memories to FH sites too time consuming

## Bio

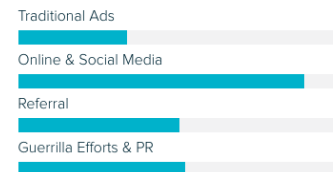
Michael is an salesman for Coke, which has lead to some fun trips and adventures for his work, but he worries that he might not remember these stories when his kids are older. He Uses Social media to record his pictures, but isn't sure if he still wants his Facebook, or if it'll be around by the time his kids get old enough. He doesn't always have time to keep a journal, or he forgets, which leads to a spotty journal history, which has holes in where he has, and hasn't written.

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## Motivation



## Preferred Channels



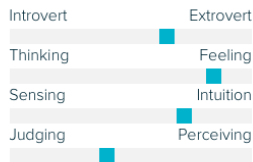
# Sharon Walker



**"Control Your Narrative."**

**Age:** 74  
**Work:** Retired  
**Family:** Married, Empty Nester.  
**Location:** Provo, Utah

## Personality



Loving

Concerned

Motivated

## Goals

- Wants to find a way to make sure her stories get told right!
- Wants to find an app she can use easily, not a steep learning curve.
- Wants to be able to tag other people in stories

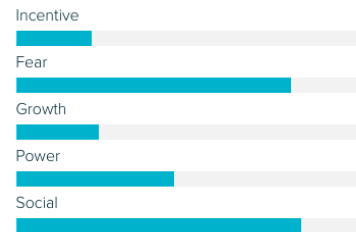
## Frustrations

- Lots of apps are hard for her to understand
- Grandkids aren't listening to her stories as much as they used to.
- Hates that journaling/scrapbooking aren't easily made digital.

## Bio

Sharon is an empty Nester, and she wants to make sure her stories get preserved for future generations. she tries to tell her grandkids stories using the photo albums she has, but they don't seem as interested as they used to be. her husband has been scanning them, and they're on her phone and computer, but she finds current Family History sites hard to understand and navigate. she

## Motivation



## Preferred Channels

