

Kent Adams



Organized

Busy

Athletic

Goals

- Organize content without limitations
- Keep work and school content separate
- Collaborate on files through voice/audio/text
- Set reminders and to-do lists for specific content

Frustrations

- Difficulty of organization
- Apps don't sync effectively nor efficiently between devices
- Collaboration features are glitchy

Bio

Kent has been comfortable doing lab work for many years and is now going back to school to learn some new skills. He's nervous, yet excited and is trying to keep all of his documents organized. He needs separate spaces for his work documents and school documents as well as a way to organize them as he sees fit. He feels the current solutions are too ridged in terms of organizational features. Since he is exploring his creative side more, he is trying out different ways to present information beyond the traditional Microsoft Suite.

In his free time he likes "getting pitted" while riding the waves on his surfboard, playing virtual reality zombie apocalypse games, and spending time with his parrot.

"I am always moving between work, home and coffee shops and need to be able to see, edit and organize my content immediately"

Age: 29

Work: Biologist and Student

Family: Single

Location: Portland, Oregon

Cloud Use: Daily

Personality

Introvert

Extrovert

Thinking

Feeling

Sensing

Intuition

Judging

Perceiving

Feature Use

Storage

Creating Content

Collaborating

Sharing

Current Storage Services



Regina Falange



Motivated

Serious

Innovative

Goals

- Easily upload, organize and store content
- Free storage with automatic backups
- Separate spaces for work and personal content

Frustrations

- Doesn't like having stuff in so many places
- Difficulty sharing, organizing and creating content
- Has been dissuaded by video chat because of difficulties connecting

Bio

Regina leads a busy life as a management consultant, a mother of three teens, and an avid wood worker. She loves people and is planning to open a bed and breakfast once the kids move out.

She uses different services in order to keep her work files, her woodworking inspiration and her ideas for her bed and breakfast separate. She doesn't like switching between platforms and would rather keep everything in the same place but has gotten frustrated by the organizational features and the limitations on storage. She is trying to attract potential collaborators for her bed and breakfast dream and is searching for a good tool that can be used to create content, store information and share ideas without limiting her creativity. Although she doesn't currently use the collaboration features on her cloud storage services, she is sees the value in them and would like to start using these features more often.

"I have tons of things to keep track of between work, the kids, and my personal interests and it's spread all over the place. I'd like to organize it all in one place."

Age: 47

Work: Management Consultant

Family: Married, kids

Location: Austin, Texas

Cloud Use: Weekly

Personality

Introvert

Extrovert

Thinking

Feeling

Sensing

Intuition

Judging

Perceiving

Feature Use

Storage

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Current Storage Services

