

Kate Noel

AGE	26
OCCUPATION	Senior Fund Accountant
LOCATION	Manchester, CT
GENDER	Female
TIER	Professional

MOTIVATIONS

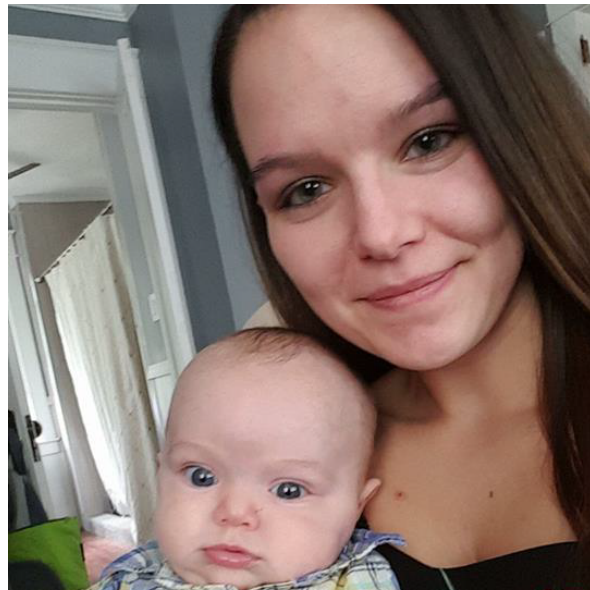
BEFORE 4PM THE ONLY TECH SHE USES IS HER CELL PHONE. EVEN THEN SHE DOES NOT USE IT THAT MUCH, JUST BROWSES SOCIAL MEDIA WHILE FEEDING HER SON. SHE USES FACEBOOK, INSTAGRAM AND PINTEREST. THE ONLY THINGS SHE SAVES ON THERE ARE PERSONAL PHOTOS FROM FACEBOOK, BUT ON PINTEREST, SHE CREATED A BUNCH OF DIFFERENT BOARDS WITH DIFFERENT CATEGORIES. IF KATE IS ON FACEBOOK, AND SEES ARTICLES SHE LIKES, THE ONLY WAY SHE SAVES THEM IS BY TAGGING HERSELF IN THE COMMENTS SO SHE CAN FIND IT LATER. IF KATE WERE TO USE THIS APP, SHE WOULD HAVE A BETTER WAY OF SAVING ARTICLES SHE FINDS INTERESTING OR LIKES TO READ, THAT SHE CAN READ LATER.

GOALS

- EASILY ACCESSIBLE ACROSS MULTIPLE PLATFORM
- PICTURED NOTES TRANSFERRED INTO MANIPULABLE TEXT
- HAVE UNLIMITED SPACE FOR SAVING

FUSTRATIONS

- HAVE TO LOG INTO MULTIPLE THINGS TO ACCESS MULTIPLE THINGS. DIFFERENT CONTENT IS SAVED OVER MULTIPLE PLATFORMS
- RUN OUT OF SPACE



A HAPPY WIFE IS A HAPPY LIFE

BIO

KATE IS A SENIOR FUND ACCOUNTANT. WHEN CLIENTS TRADE ON THE STOCK MARKET DURING THE DAY AND ONCE THE STOCK MARKET CLOSES, THEY SEND KATE THEIR TRADE FILES. SHE THEN POSTS ALL OF THE TRADES TO THEIR ACCOUNT, VALUE THEIR PORTFOLIO, CALCULATE THEIR PnL, AND SEND THEM REPORTS NIGHTLY. THEY USE THE REPORTS KATE SENDS THEM TO TRADE OFF OF THE NEXT DAY.