

Sharon Labieniec

AGE 61

OCCUPATION Travel Counselor

LOCATION West Hartford, CT

GENDER Female

TIER Casual

MOTIVATIONS

FOR WORK, SHARON'S TECH SOFTWARE IS SO BAD. IT IS FLAWED; IN DIRE STRAIGHTS ALL DAY LONG, THE PROGRAMS ARE SLOW AND MALFUNCTION. THEY TAKE FOREVER TO COMPLETE A TRANSACTION. SHARON SPENDS A LOT OF HER LIESURE TIME ON HER PHONE, USING IT FOR EMAILS, FACEBOOK, BANKING, RED SOX SCORES, WEATHER. SHE ALSO WATCHED THE TODAY SHOW, WHICH HAS DIFFERENT TOPICS EACH DAY; SOMETIMES SHE WANTS TO RECAPTURE WHAT SHE MISSED, AND SHE KNOWS SHE CAN GO TO THE TODAY SHOW APP, AND LOOK AT IT. BEING ABLE TO CLICK A FEW BUTTONS, TAKE NOTES THAT SHE CAN OPEN ON ANY DEVICE (RATHER THAN TAKE NOTES), AND CAN ORGANIZE THE THINGS SHE CAN SAVE, WOULD MAKE BBOXING APP A COMPLETE NECESSITY.

GOALS

- EASY, SIMPLE, CENTRALIZED
- NOT TOO COMPLICATED
- TAGS TO GO BACK TO

FUSTRATIONS

- USES PEN AND PAPER CURRENTLY TO SAVE ITEMS AND LOSES THE LIST
- OVER COMPLICATED (CAN'T FIGURE OUT HOW IT WORKS)

BIO

▪ SHARON IS A TRAVEL COUNSELOR WHO HANDLES CORPORATE BUSINESS ACCOUNTS AND THEIR TRAVEL NEEDS. SHE IS A GREAT AUNT OF A BEAUTIFUL GREAT NEWPHEW (MY SON!). SHARON ALSO SPENDS A LOT OF TIME TRAVELING AROUND THE WORLD USING HER AMERICAN AIRLINES DISCOUNT AFTER RETIRING FROM THEIR CONNECTICUT BRANCH.



A SIMPLE QUOTE HERE...?