

Name: Morgan Reed

Age: 19

Occupation: Undergraduate student at NYU

Location: Urban area, New York City

Background: Morgan is an undergraduate student. After completing his first year with an easy workload, the second year has brought tons of assignments and classes with heavier workloads—not to mention the piling dorm chores and internship applications he has to do. Morgan is somewhat unorganized, lacks motivation to complete his tasks, and has trouble prioritizing his tasks.

Morgan is not well-versed in technology but is looking for a motivating app that helps streamline daily tasks and boosts productivity. A visually appealing and user-friendly interface is crucial for keeping Morgan engaged with the app.

Tech Preferences:

- Operating System: Windows, iOS
- Device: Lenovo IdeaPad, iPhone 12 Plus
- Most Used Apps: Pinterest, Instagram, Canvas, Genshin Impact (Game)