Do

I'm a recent graduate working for a accountancy firm in London. I'm on the management fast track, meaning that I move around many different parts of the business to learn how they work.

I'm currently single, mainly because I have so little time to do things like organise and go on dates.

My undergraduate degree was in Chemistry, but I quickly realised that I didn't want to be in a lab for a living.

My name is **Phoebe**

Feel/Think/Believe

I have a lot of university friends now scattered all around – I want to stay in touch via social media (and meet up when we can) but I don't always keep on top of what people are up to as many of them post a lot of rubbish on their feeds.

I love my job but I feel my work consumes most of my time and I have trouble switching off. There's always a project going on.

While I have many social apps that I use a lot, I'm not convinced that that have my best interests at heart and I sometimes wonder if I share too much about myself with them.

Age: 23	Gender: Female

Technology Experience

I guess I'm what people call a digital native. Technology isn't a big thing in its own right for me, but I suppose I depend on it for everything – work and social. While I happily admit that I don't use all the features on my phone (who does, really?), I am always keen to try out new apps and online services if they have something to offer me. If I am really into a particlar app, I will take time to ensure that it works *just so*.

I have a notebook computer for work, but I don't actually use it as much as I thought I would when I started – I mainly use it for typing things up and doing admin on the intranet (some of our admin apps don't work on mobile). I use my phone for a lot of my work, particularly for communication and collaborating. I only carry the one phone around with me for convenience, so it runs several work and personal apps.

I mainly chat with people using an instant messenger. I pride myself on being able to select a meme for every occasion (although I'm not sure that counts as 'technology experience').

Problems	Needs	Existing Solutions
Lack of time to stay on top of social media due to pressure of work.	Find ways of keeping up with friends on social media that don't consume a lot of time wading through minutiae.	Existing algorithms in social services that select content for users.
Finds it hard to switch off from work in personal time.	Help making a distinction between work and personal time when using a single device for both.	Scheduled or manual 'do not disturb' features in apps used for work (i.e. Slack's Do Not Disturb hours).