

Audience Persona

The primary audience for the tool I am planning to develop are students. The functionality of the product has changed a bit since I began to brainstorm for this project, but the target user is still the same: a UC Davis student seeking to more efficiently manage their time in regards to work, academics, and personal tasks. A survey conducted by Greenfield Online reveals that 48.4% of college students say they don't have enough time to get all of their coursework done (reliableplant.com) and that 50% of students do not use any software-based or handwritten system to manage their deadlines or notes (reliableplant.com). Going by this data, I think it is clear that an easy-to-use, efficient organizational tool that allows a student to better connect with their class resources and plan out their tasks would be incredibly useful to a UC Davis student. It would provide an environment that allows them to get into the zone to at the very least prioritize and make an ordered list of tasks to get done and figure out when to finish them by. The tool will cater to all UC Davis students as well as professors, in a manner that will allow them to interact with and update each other about deadlines, assignments or exams. The interface will be minimalistic, attempting to provide an experience that would appeal to both a younger student as well as an older professor who may not be too tech-savvy. Ideally, it would be available in desktop format, as well as a mobile app so as to allow portability and easy access to a user on the go.

Works Cited

<http://www.reliableplant.com/Read/3429/college-students-struggle-with-organizational-skills>