

Emily Davis

age: 21

residence: Columbia, South Carolina

education: College Student (Junior year)

occupation: Part-time Barista

marital status: Single



"Every day's a balancing act, but I wouldn't have it any other way."

Emily is a third-year psychology major at the University of South Carolina. She works part-time as a barista at a local coffee shop to help pay for tuition and rent. Emily is known for her friendly, easy-going personality and her love for spontaneous adventures with friends. Despite her laid-back attitude, she often feels overwhelmed by the need to balance her fluctuating work shifts, academic responsibilities, and social life. She values flexibility and adaptability in her daily routine, and she's always searching for ways to simplify her schedule.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Emily feels successful when she can balance work, school, and her personal life without getting stressed. She wants a simple tool that keeps her organized and helps her meet deadlines, while still having time for herself and her friends. For Emily, success means staying on top of things without feeling overwhelmed.

Needs

- A tool that adapts to her unpredictable work and class schedules.
- Reminders for upcoming assignments and work shifts.
- An easy-to-use interface that doesn't require much time to manage.

Values

- Emily values time spent with friends and self-care, considering it just as important as her academic achievements. She wants a tool that helps her maintain a balance without feeling overwhelmed.

Wants

- A simple, user-friendly scheduling app that connects both her work and school calendars in one place.
- Visual reminders and a clear overview of her upcoming tasks and events.

Fears

- That she'll forget important deadlines due to her hectic schedule.
- That she won't be able to find a balance between her responsibilities and personal time.

