## Sarah Thompson

age: **29**
residence: **Florence, South Carolina**
education: **Part-time College Student**
occupation: **Full-time Parent, Part-time Student**
marital status: **Married**

"I'm not just planning my day—I'm planning for my family's future."

Sarah is a part-time student pursuing a business degree while raising two young children. She juggles her studies with her family life, and time management is crucial. Between helping her kids with homework, running errands, and attending her own classes, Sarah needs a simple, effective tool to stay on top of it all.

Comfort With Technology
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MOBILE APPS
SOCIAL NETWORK
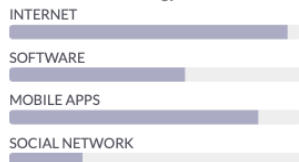
Criteria For Success:
Sarah feels successful when she's able to take care of her family while staying on track with her studies. Success means having a tool that helps her manage all her commitments without sacrificing family time.

Needs
- A scheduling tool that allows her to manage her family's commitments and her own.
- Easy-to-set reminders for appointments, school deadlines, and family events.

Wants
- A tool that can balance her personal, academic, and family schedules in one place.
- Customizable alerts and reminders to keep track of deadlines and appointments.

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, easygoing 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.

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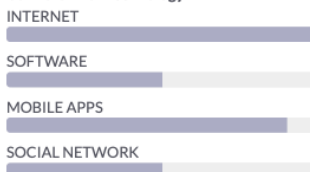
Criteria For Success:
Emily feels successful when she can balance work, school, and her personal life without getting stressed. She wants a simple tool that keeps her organized and helps her meet deadlines, while still having time for herself and her friends. For Emily, success means staying on top of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

John Harris

age: **22**
residence: **Charleston, South Carolina**
education: **Full-time College Student (Senior year)**
occupation: **Software Engineering Intern**
marital status: **Single**

"Efficiency is everything. If it's not making my day easier, it's not worth using."

John is a senior majoring in computer science. He's currently interning at a tech company while finishing his final year of college. John is highly organized and always looking for ways to improve productivity. He balances his internship, final projects, and personal coding projects with ease, but he can get frustrated if tools are too complicated or time-consuming.

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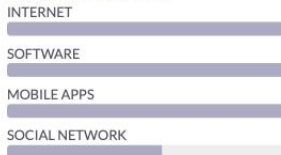
Criteria For Success:
John feels successful when he's able to get through his day efficiently, without wasting time. He wants tools that help him get his work done quickly, stay organized, and leave time for his personal interests.