

3. Write two personas for two potential types of users who the company expects to adopt Evernote.

A persona for a project manager

Nupur, a project manager

Nupur, 30, is a Project Manager at a digital marketing company in Toronto, working with clients across North America. Originally from India, she holds a Master's degree in accounting from Melbourne University. She moved to Toronto in 2023 after working as an accountant in Melbourne to pursue a career as a project manager. She has an Indian partner and aims to advance her career in Toronto, with the ultimate goal of launching a new business.

Managing multiple clients simultaneously, Nupur is responsible for planning their marketing campaigns and is constantly busy with client meetings. To stay organized, she plans to use Evernote to keep track of her main tasks after meetings. She aspires to build a successful career and establish strong connections with her clients.

A persona for a human resource manager

Eric, a human resource manager

Eric, a 45-year-old Human Resource Manager with over 5 years of experience, is employed by a sports league management company. Holding a master's degree in HR operations from the University of Toronto, he is a native of the city, having completed all his studies there. As a father to a 14-year-old boy, he cherishes spending quality time with him after work.

Eric's primary objectives center on recruiting new talent, managing payroll, and overseeing all other HR operations with minimal disruptions. Despite his extensive experience, he maintains a low level of technological proficiency, preferring traditional pen-and-paper methods. His primary concern revolves around the privacy and security of data, particularly as Evernote, a cloud-based app, is involved. Consequently, Eric views Evernote, a digital note-taking application, as less productive due to his preference for the ease of physically arranging and tagging notes or files.

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