

ORGANIZE - SYNC

DEEPA M.

AGE	33
OCCUPATION	Developer
LOCATION	Dallas,TX
GENDER	Female
TIER	Expert



"Quote"

*"Have all the bookmarks in one place
to access in any device"*

MOTIVATIONS

Deepa is an avid music lover. So far she has bookmarked more than 200 music videos and audios in her home laptop. When her laptop got stolen, she lost all the bookmarks. This was very frustrating. She wanted to sync and share in one place with ease. She hopes to have something which stores all of these at one place.

GOALS

- Ability to sync in one place.
- Managing bookmarks made simpler and neat.

FUSTERATIONS

- Organizing music in folder based on the singer name or albums.
- Syncing it in one place to access in all devices.

BIO

Deepa is married and a mother of two. Working as a POS developer with more than 12years of experience. She has worked with TARGET as a senior POS developer for more than 10years. She commutes to work by car, for at least 1hr a day back and forth. She loves listening to music while driving. In her spare time she loves cooking and spending time with her family.

BROWSE - SAVE

NIRMAL

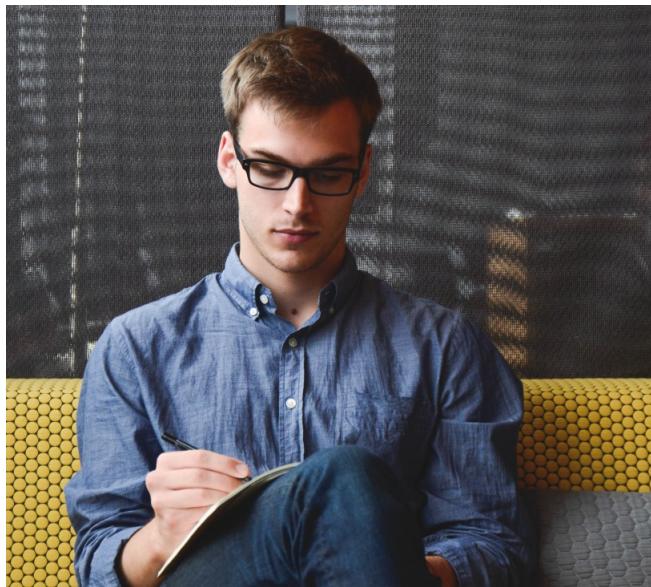
AGE 37

OCCUPATION Director software development

LOCATION Chennai, INDIA

GENDER Male

TIER Expert



“Quote”

“An application with affordable membership with assured data security”

MOTIVATIONS

Nirmal is a very active internet user. Browsing all the time for contents and references related to his business. He has so many accounts online that he finds it difficult to remember them. He also doesn't like to sign up with his social media account in other websites. He is constantly in search of a good application which can have all his downloads, bookmarks, passwords. At the same time with an affordable membership which is data secured.

GOALS

- An application which is affordable and secure.
- Having all contents in one place.

FUSTRATIONS

- No space in mobile to save all the contents.
- Time consuming process.

BIO

Nirmal is a Director for a software development firm in Chennai, India. He started his own company right after he graduated from his college. He started his company with as little as 5 people and now he has close to 120 people working. He has clients spread across in UK and develops application and softwares. Eating is his passion.

BROWSE - GATHER - SAVE

MADHU

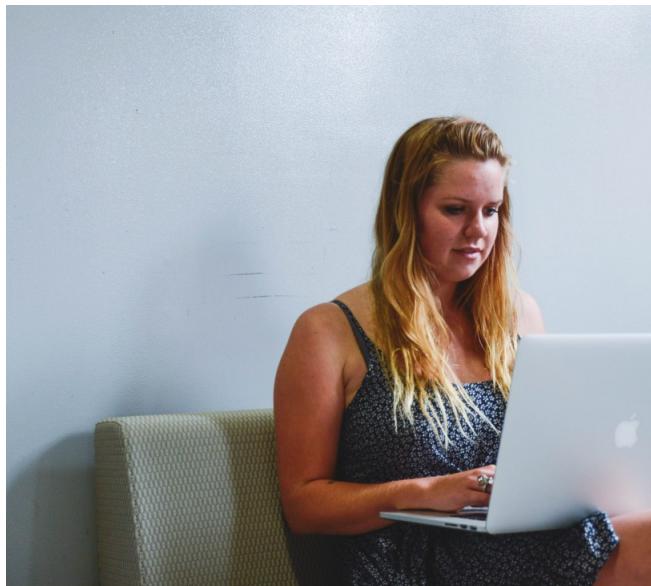
AGE 37

OCCUPATION Sr Software tester

LOCATION Singapore

GENDER Male

TIER Expert



“Quote”

“Syncing up the bookmark with different devices would be awesome”

MOTIVATIONS

Madhu browses for contents on the go. Most of the time he browses using his smartphone. This leads to lack of storage space on his mobile which in turn leads to delay in loading the web page. The social media application he uses is good for saving the bookmarks but not good for saving videos. Also cannot sync it to his smartphone.

GOALS

- Efficient social media applications which does not eat up phone memory.
- Syncing up bookmarks to use in different devices.

FUSTERATIONS

- Not able to sync from one device to another.
- Surplus usage of memory by the social networking applications

BIO

Madhu is married person with two kids. He works in a very big software service provider company in Singapore. He commutes 30mins in train to his work. He loves to continue browsing from where he left.

His passions are playing volleyball and cricket.