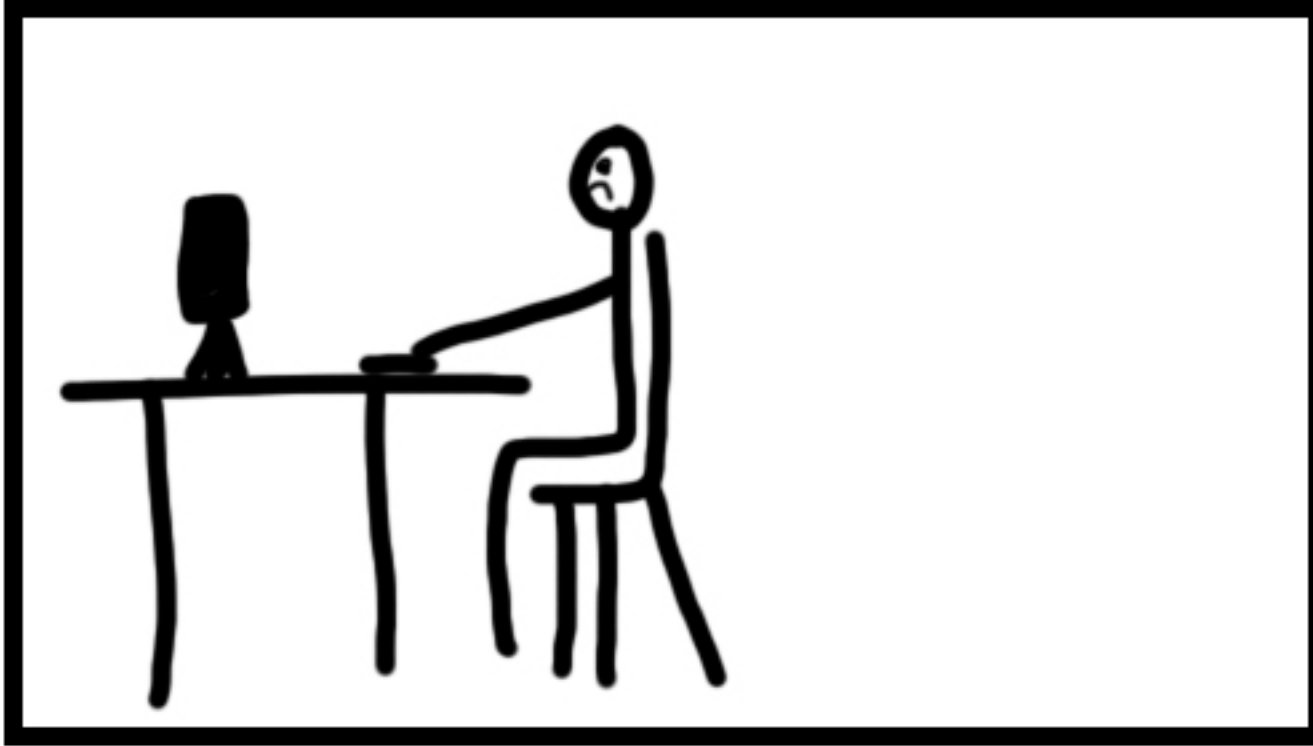
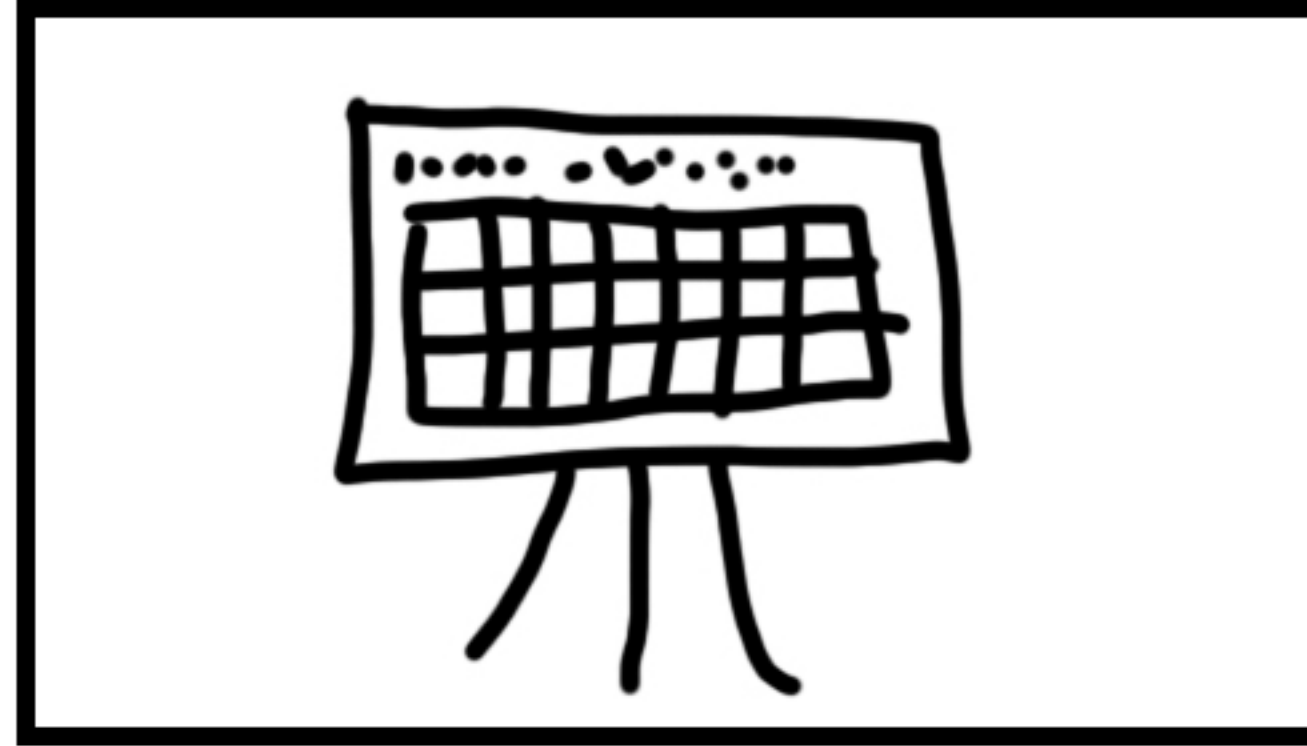


Persona: Jimmy Smith

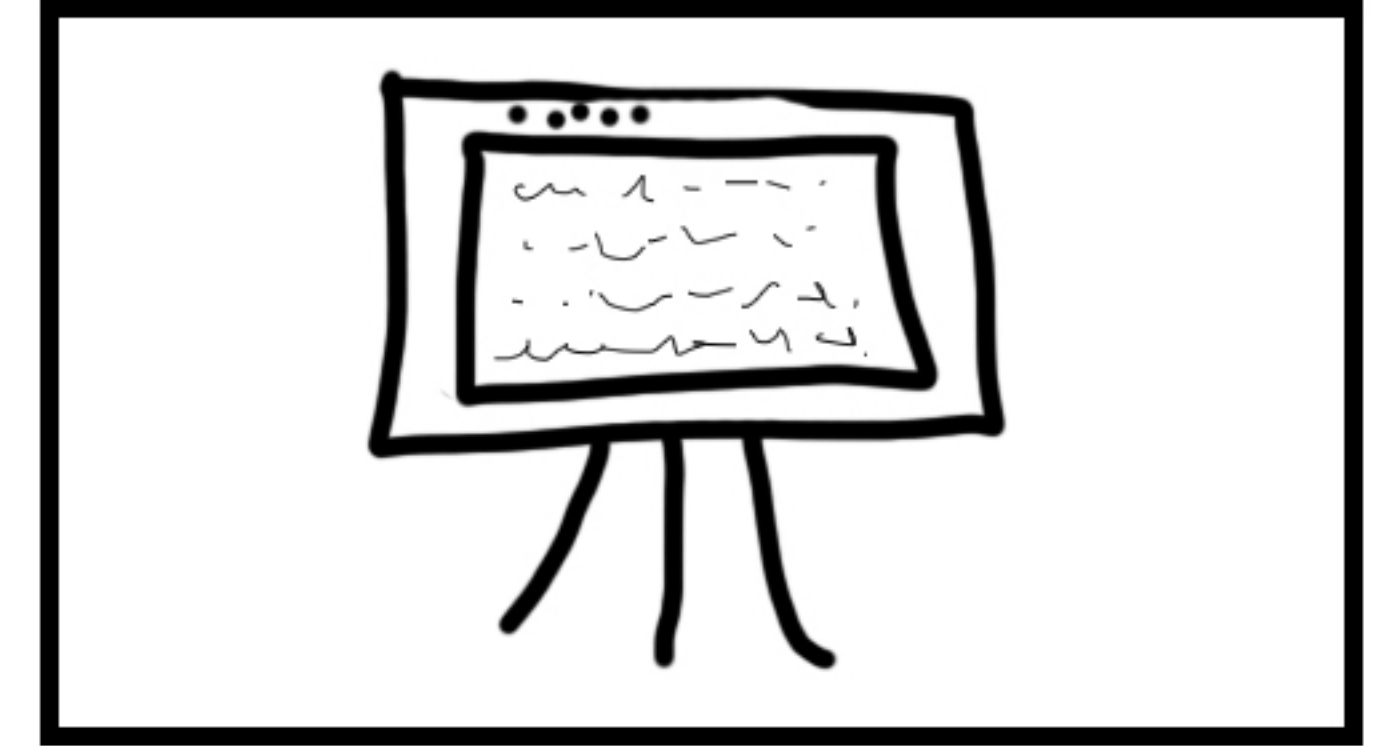
Scenario: Planning out the next couple weeks.



This is the story of a man named Jimmy. Jimmy was a student who had a lot of responsibilities, such as taking 6 classes a semester and a part time job.



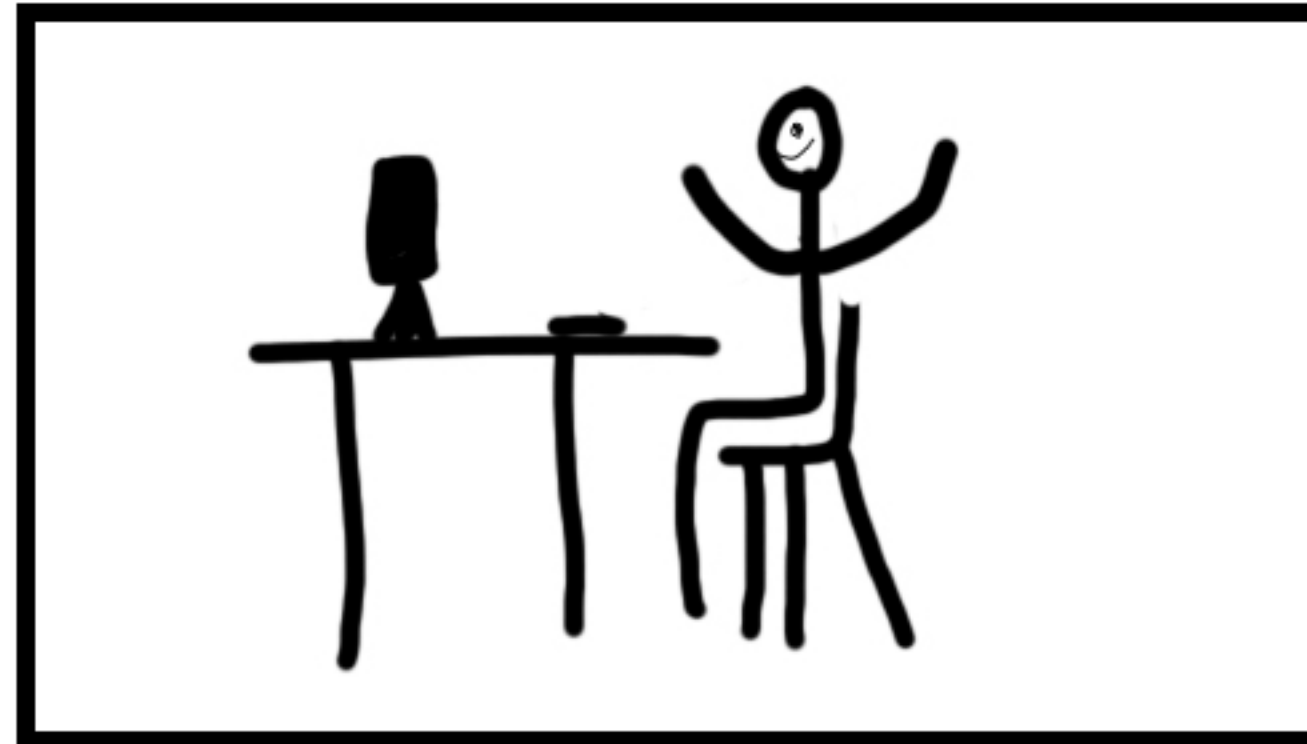
He sat at his desk pushing buttons on a keyboard trying to figure out how he'd find the time for work and school. He thought an app would help, and found our Time Management app.



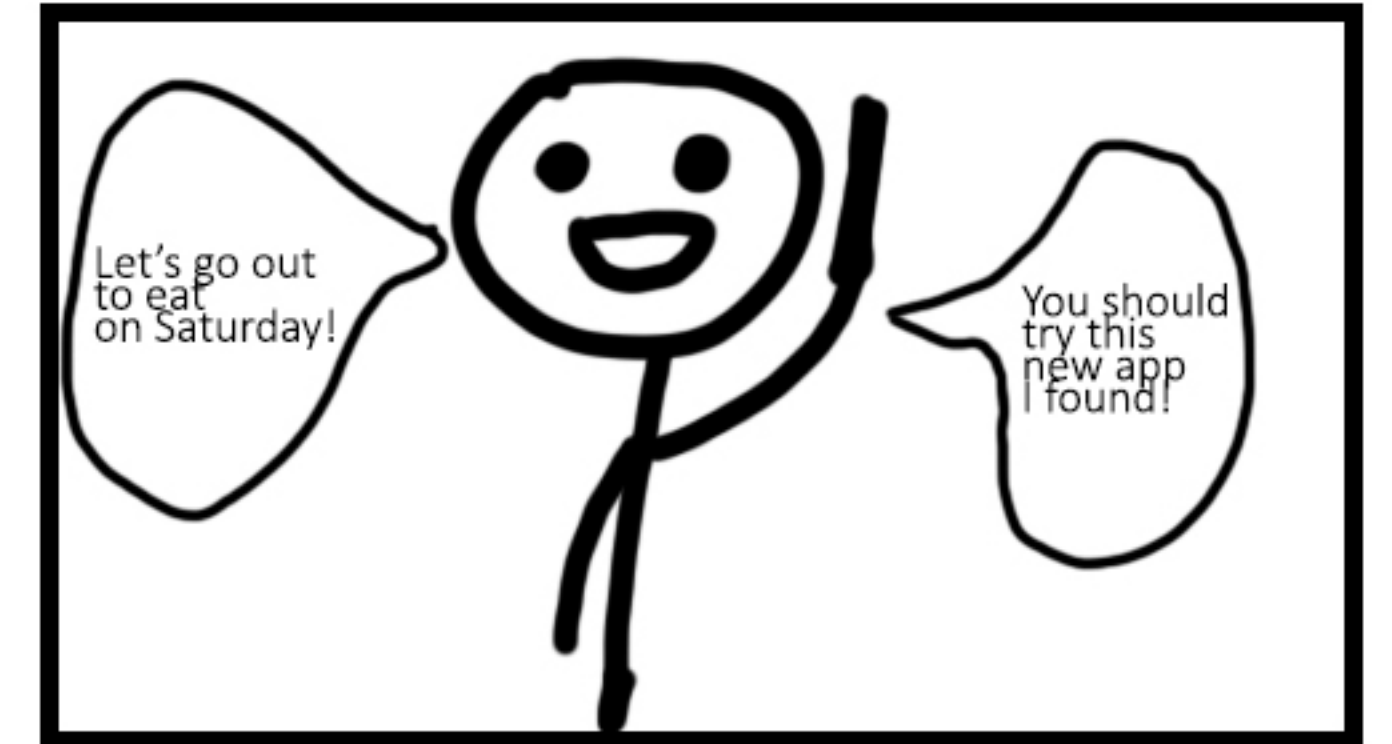
Jimmy signed up for the app, and wrote down in the notes section all of his rough prediction for weekly obligations, such as class times, study time, and work.



Eventually, after plugging in all of his assignment due dates, his work schedule, class times, and exam dates, the app laid out an easy to understand schedule for the next few weeks.



It also showed Jimmy he had many days upcoming where he had nothing to do, where previously these days often surprised him. Jimmy now knew what days he could take to rest and relax.



Jimmy decides to call friends and make plans for some days, while others he decides to take a well deserved break. This is exactly the way, right now, that he wanted things to happen.

And Jimmy was happy.