Will Cowan
Week 1
Personas

Mary Manager:
Age: 40
Gender: Female
Education Level: Masters
Family: Married with 2 middle school aged children
Location: Nashville, TN
Traits: Organized, hardworking, diligent, focused
Goals: Increase her team's efficiency and improve timeliness of reports
Chokepoint: Mary doesn't have a lot of time to get tasks completed

Mary Manager would be served by the notifications stretch feature

Adam Admin:
Age: 23
Gender: Male
Education: Working to complete bachelor's degree
Family: Single
Location: Huntsville, AL
Traits: Enthusiastic, spontaneous, passionate
Goals: Adam's goal is to make sure his department runs smoothly
Chokepoints: Organization, Adam is not a well-organized person

Alice Analyst:
Age: 28
Gender: Female
Education Level: Bachelor's
Family; Engaged, lives with fiancé
Location: Auburn, AL
Traits: Adaptive, high energy, quick thinking
Goal: to improve reporting skill sets and work efficiently
Chokepoints: Frustration, Alice gets frustrated easily

Alice Analyst would be served by the notifications stretch feature