

Fatigued Frank



Knowledge and Skills

Programming

Managerial skills

Teaching his kids

Building furniture and painting home

Dad jokes

Being a loyal husband

Reasons to use our product

Time Management

To concentrate and focus

Extra Info

Age:
40

Job:
Desk job

Hobby:
no time :('

Knows
SQL

Knows
Agile

Knows
Linux

Used
Android

Used
iOS

Used
Windows

Quote: If only my boss knew how much work my kids ask me to do, my kids about my wife, and my wife about my boss...

I might be managing my time poorly, and getting stuff done too inefficiently. I need a system to help me get stuff done in less time, so I can spend more time recharging!

Bigest Frustrations

I feel

ANGRY

When

I have so much work to do, but don't know how to get them done

I feel

fLuSteReD

When

There are disturbances everywhere around me and I can't focus on my work

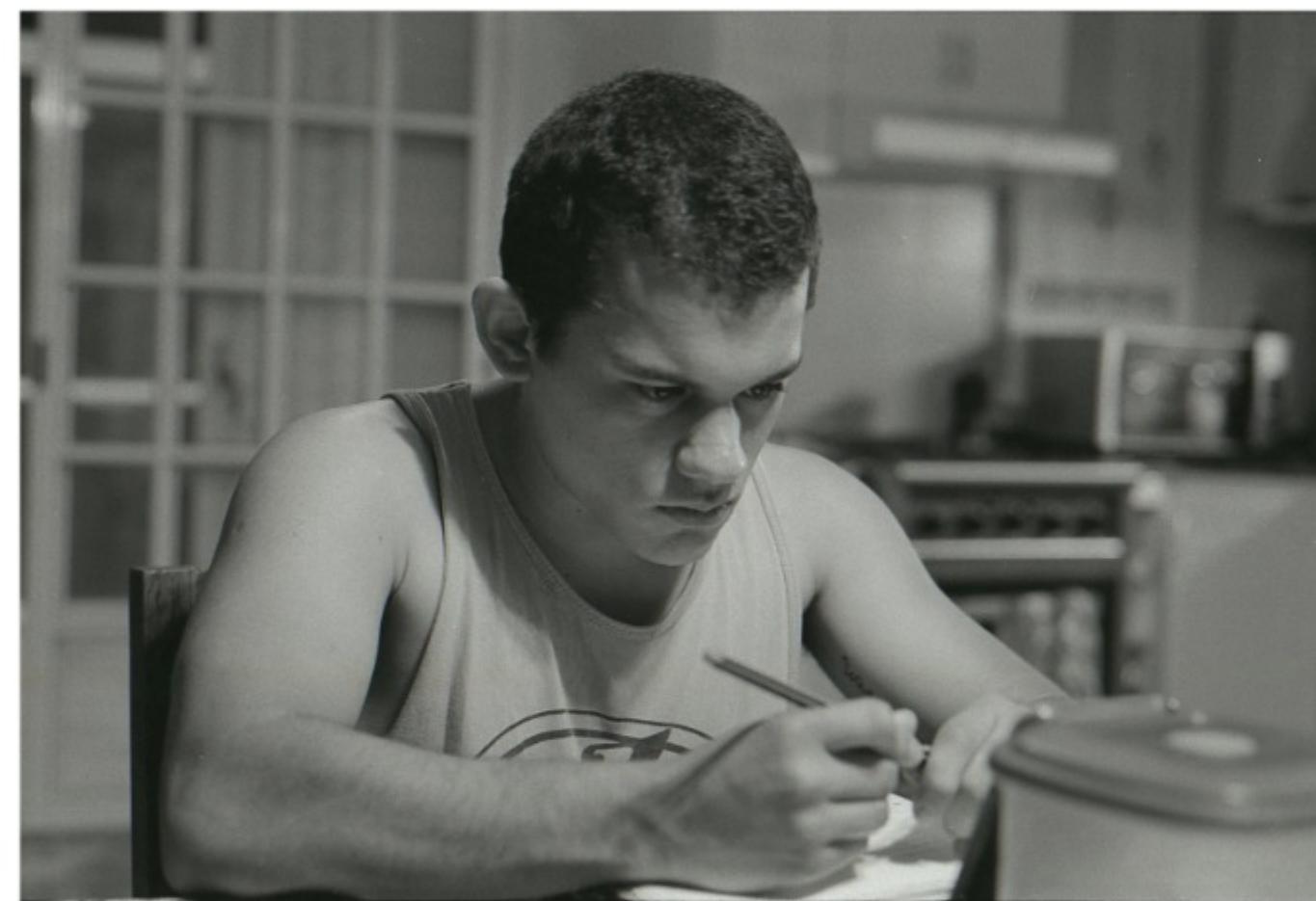
I feel

sad (T_T)

When

I don't have time to follow my hobbies

Studious Stan



Carlose

Knowledge and Skills

What do I know? What am I good or bad at?

Technical skills

Digitally Literate

Reasons to use our product

Effective time management

Obtain better study skills and focus

Extra Info

Student

Repeatedly checks desktop apps(Discord)

Age:
21

Distracted by phone notifications

Trouble focusing

CS Major Scrub

Short attention span

Biggest Frustrations

I feel

Annoyed

When

I lose focus while doing homework, studying, or doing readings

I feel

accomplished

When

I finish a long assignment

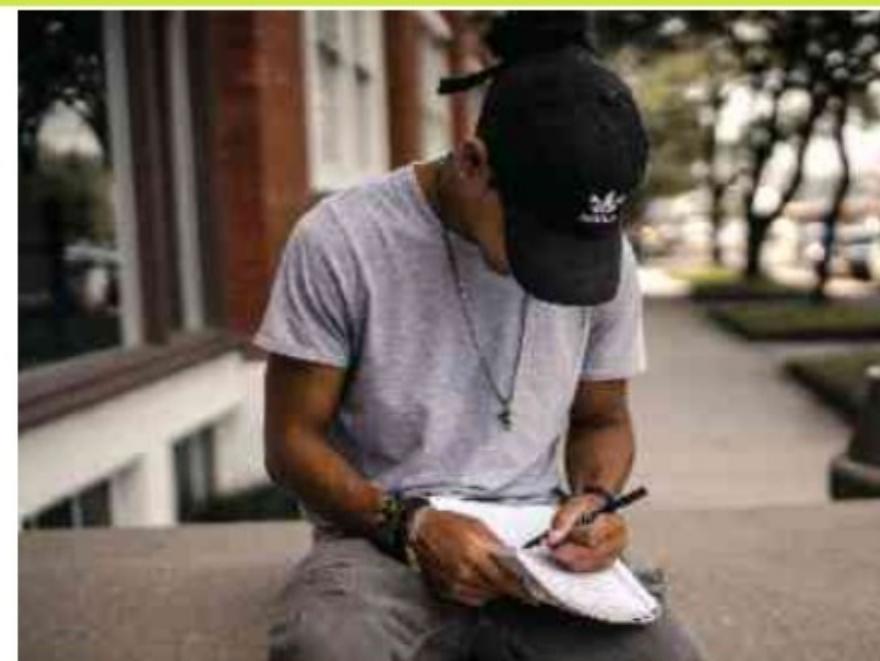
I feel

Exhausted

When

I pull all nighters to cram for exams and barely complete assignments on time

Cool Cody



Knowledge and Skills

What do I know? What am I good or bad at?

Technically sound

Pretty modern.
Knows what's the new fad

Interested in psychological tips to be a better individual

Reasons to use our product

Focus on outcomes, not features

Wants to study less but study smart. Wants to manage time well

Studying smart will give him spare time to do cool stuff e.g. hanging out, pursuing a hobby etc.

Extra Info

Environment, demographics, etc. Only include insights that affect how we build the product.

Lots of friends.
Thus got lots of group chats running

Mobile phone always popping

College Freshman / Sophomore

Likes listening to music

His friends always making moves.
They want him to join them which is pretty distracting

Biggest Frustrations

I feel

guilty

When

i hang out with friends even though i got assignments to complete

I feel

left out

When

im doing my school work while my friends are popping off

I feel

on cloud 9

When

when i am done with my stuff and can actually have a good time with my dawgs cuz im totally free.

Cody is in college, and like any college student, he dreads getting up in the morning knowing he has a ton of assignments due, but he's already in this, so he's got to make the most of it! His phone is always ringing with the messages of his room-mates, and there are always tons of notifications pinging his phone from Instagram, Twitter, and Snapchat trying to divert his attention! He can't catch a break and stop being distracted!

He needs an interface that will help him switch from distracted to focused on a dime, and it needs to be easily navigable, not hard to use, cuz his college-kid attention span is about as long as the max duration of a TikTok skit, so he needs to build back his focus!

Analytical Aaron

A hand-drawn chalkboard filled with mathematical equations and diagrams. The board includes:

- Calculus-related equations: $PV = nRT \frac{dx}{dx}$, $\log_a(\frac{1}{x}) = -\log_a x$.
- Thermodynamics: $Q = mc\Delta T$, $\lim_{x \rightarrow 0} \frac{(x+x)^n - 1}{x} = n$.
- Chemical structures: A benzene ring with an OH group.
- Physics: $T = \frac{2\pi}{\omega}$, $v = v_0 + at$, $P = mv$, $v = \omega r$, $v = f\lambda$, $E_k = \frac{1}{2}mv^2$, $y = x^2 + a$, $E = mc^2$, $F = \frac{\Delta P}{\Delta z}$, $\sin^2 + \cos^2 \approx 1$, $V = IR$, $P = IV$, $= \frac{V^2}{R}$, $= T^2 R$.
- Geometry: A triangle with angles α , β , γ and sides a , b , c . A circle with radius r and circumference $2\pi r$.

Reasons to use our product

Focus on outcomes, not features

Likes to keep track and quantify things in his life

Needs an outlet to log progress on his everyday activities

Anthony wishes he knew how well he was using his pockets of spare time

Knowledge and Skills

What do I know? What am I good or bad at?

Good at crunching numbers, holds a some sort of STEM job and does calculations day to day

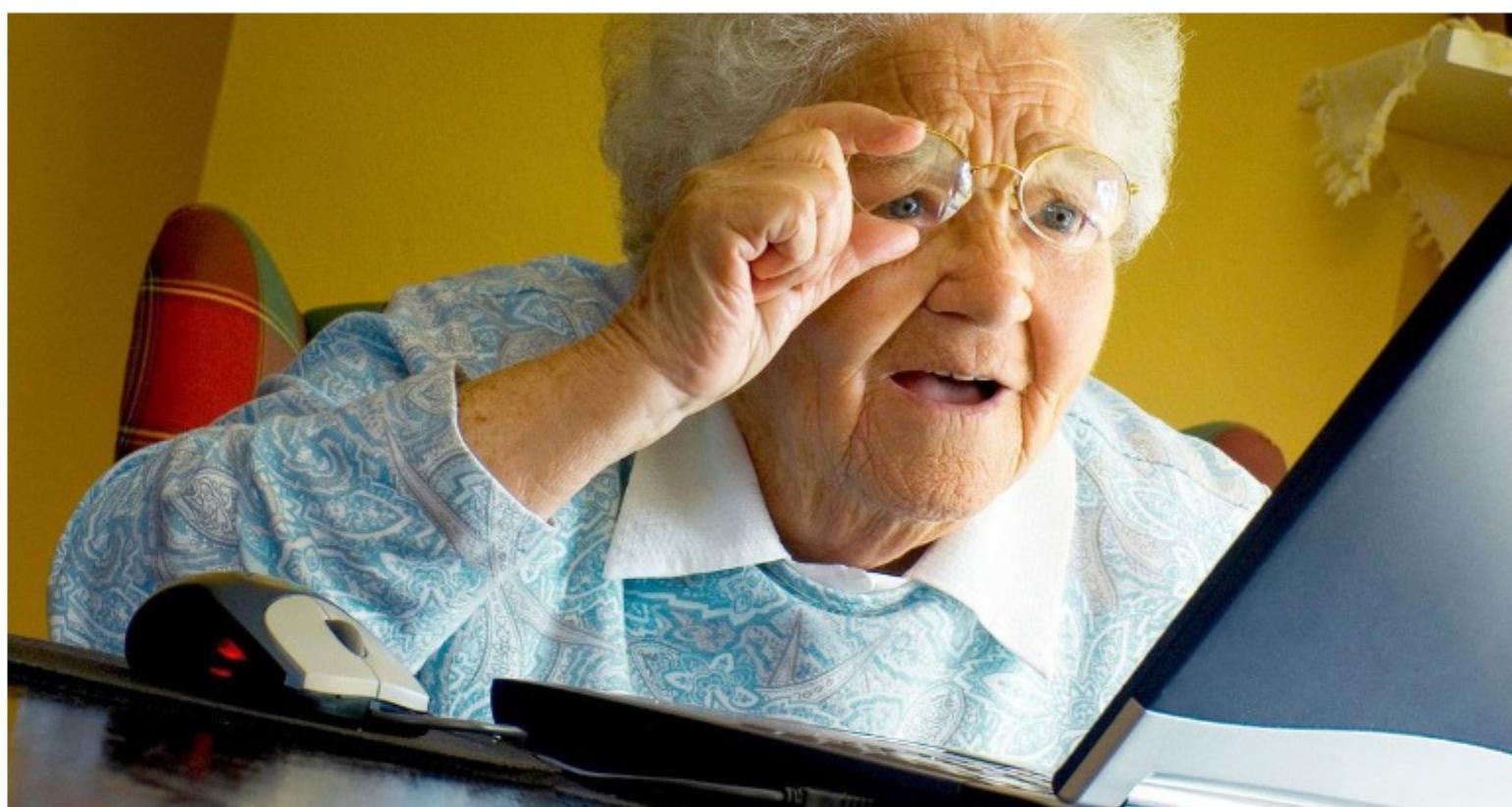
Bouts of hyper-focus, and gets carried away with explaining theoretical concepts to his colleagues at the pantry

Has ADHD and has spontaneous random ideas springing into his mind. Also can't focus for very long periods on end

Extra Info

Aaron is generally a busy and career driven guy. He is focused on his side job as a youtuber afterwork. He has pockets of time before meetings that range anywhere from 20-30 minutes, that is the limbo period after the meeting prior. He wishes to utilize these more effectively than be surfing reddit or browsing instagram to fill in the time

Digitally Illiterate Dorothy



Reasons to use our product

Focus on outcomes, not features

Believes in the being a life-long learner. Between baby sitting her grandkids and house chores, she likes to read books recommended to her by the Oprah Reading Club

Wishes to have something to tell her how long shes spends reading in a day, apart from the flurry of other household responsibilities

Finds it cumbersome to carry around her journal, which she only updates at night. Also owns an under-used iphone given to her by her adult daughter.

Knowledge and Skills

What do I know? What am I good or bad at?

Very knowledgeable, lots of books read under her belt

Very good at getting stuff done in an allotted time due to all the mini-tasks she gets done while waiting for that thing in her oven to be ready

Is TERRIBLE with technology. If her finger-print phone unlock isn't working, will call daughter saying phone is broken, and needs fixing

Extra Info

Dorothy is living her best years as a stay-at-home caretaker for her Daughters 2 kids. She likes to read a lot, but her schedule is littered with tasks, like doing the laundry, sweeping, cooking and baking stuff for the kids. In the mornings, she has a couple of hours before the kids arrive. And when they do come, she again has time when they take their mid-day nap, or when she's idle in the kitchen waiting for the treats to finish baking and the kids are watching their tv shows