

Michael T.

Age 22

Occupation Social Media Consultant

Location Western Massachusetts

Gender M

Tier Expert

Motivations

Michael is a social media consultant in a rural area who loves sharing anything online he finds interesting throughout whatever medium seems most convenient at that moment (Facebook, Twitter, email, text, Onenote, he has them all and he uses them all). He finds it hard to keep track of all these tools. He needs to take detailed client notes for work and often share his findings with his colleagues, and as his job often has him on the road he's usually moving quacking and usually opts for the medium that's closest to hand at that moment, often creating a bit of a search later.

Goals

- Be able to access notes and content on all devices
- Find notes quickly (especially in client situations)
- Able to quickly share interesting content with friends and colleagues

Frustrations

- Too many tools, can't keep them organized
- Can't easily access on all devices
- Combination of tools is sometimes poor quality (voice recorder doesn't capture what he said correctly, misplaces links in saved browser)

Bio

Michael is a gregarious people person who tends to seize on the latest technology trend available and add it to his ever-multiplying list of ways to stay organized and connected. He is an avid follower of trends and new product in technology, for both professional and personal reasons, and is always happy to try the newest program he reads about or a colleague or friend recommends. Michael works for a small company in a rural area, and he often drives out to clients to work with them 1:1, meaning that he is frequently communicating with his colleagues and sharing updates on the road or from a client site. Michael is also very active socially, organizing local basketball teams, photography club meetings, and is constantly in touch with friends and family as well as coworkers as he drives around during the day.



"Honestly sometimes I just take a screen shot to remind myself to go look at something later"

Katrina M.

Age 27

Occupation Teacher

Location NYC

Gender F

Tier Casual



"Taking notes on Word is easy to format."

Motivations

Katrina is a highly organized person who takes notes for personal reminders about everything, using either a pen and paper or a laptop. She saves them in Word documents and organized folders, which she recently started uploading to Google docs to help her also find them at work. She also saves content she likes in these folders, which she occasionally shares. She hates that she can't easily access these folders on her phone and often carries a small planner or notebook to write down quick ideas which she can then upload later. The system is slow, and sometimes the hand written notes that need to be added to the folder add up.

Goals

- To have a easily organized system formatted to her style
- To be able to take detailed notes in any situation
- To be able to share these notes in a timely manner

Frustrations

- Not being able to access her notes easily on-the-go
- The time commitment to keeping things ordered the way she likes them.
- Other software does not let her format things the way she likes/can do in Word—does not allow for long-form or heavy content

Bio

Katrina is a middle school English teacher who has always been a highly organized person. She is passionate about the arts and in her spare time is constantly searches for discount tickets to shows, gallery viewings, and exhibits. She has a number of carefully researched phone apps to help her track these, all of which she has meticulously researched and has a strong POV on why they are the best for her particular needs. She is well aware of note-taking and content sharing apps and has researched all of them, but thinks they are best used for quick reminders and not the detailed notes she takes for work/life. She has a calendar planner to help with reminders

Hunt and gather

Tori X.

Age	26
Occupation	Software Engineer
Location	NYC
Gender	F
Tier	Expert

Motivations

Tori is a software engineer who generally finds content sharing pretty manageable. She has browser extensions to help her find things she wants to read later and they are accessible on all her devices, something she values highly. It does irritate her that most of these extensions require multiple clicks to access or find anything. She primarily takes notes for work purposes but will also use a notetaking app for some things that she wants to access at home or on other devices. She usually finds a note book fastest in the moment but then extremely frustrating to look up again later.

Goals

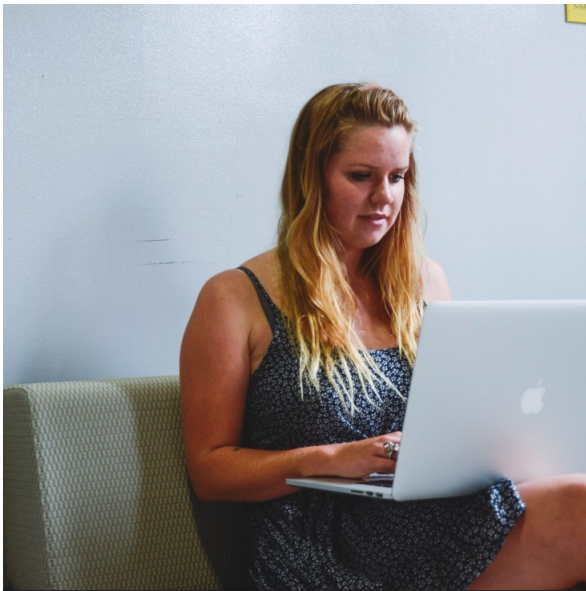
- Be able to access notes/content quickly
- Be able to sync notes across devices
- Be able to share things with teammates easily

Frustrations

- Apps for note taking/access content are too “heavy-weight” (too many steps)
- Paper notes are quick to take but then not accessible from elsewhere
- Notetaking apps don’t auto-format code, which can be irritating

Bio

Tori is a 26 year old software engineer who double-majored in political science and is very on top of current events. She follows multiple news sources and likes to be able to quickly access these as she walks commutes or has some down time. She is a strong believer in separating work from personal life, and usually only takes notes at work and uses work programs (e.g. slack) to share content at work, and multiple channels to share it in her personal life.



A lot of these tools are super heavy-weight. I have to go to a website and do a bunch of stuff before I can write anything down.”