

BILL M.

AGE 33

OCCUPATION LIBRARIAN

LOCATION ST PAUL, MN

GENDER MALE

TIER ACADEMIC



"As a librarian, I am very particular about keeping things organized and can't afford to lose notes or reminders."

MOTIVATIONS

Passionate about all things literary and scholarly, Bill takes the work of a librarian very seriously. He intends for the collections at his university's library to be first rate and is constantly on the lookout for new additions. Whenever he finds out about a new book or resource, he is eager find out how to integrate it as quickly as possible. Here is where staying organized is essential. Bill is also very in tune with the interests and needs of the faculty. In near constant communication with them, he needs to stay especially organized to fulfill their requests, getting the right books on reserve and anticipating various research needs.

GOALS

- Easily take notes
- Keep all notes and files organized for future reference
- Quickly access information

FRUSTRATIONS

- Difficult to use interface for searching past notes
- Constantly losing handwritten notes.
- Lack of a clear, pleasant way of organizing notes, files, etc.

BIO

Bill has worked for five years now as a librarian at a fine private university. After a couple stints at community colleges after getting his master's, he was ecstatic to find this dream job in St Paul, a city he has grown to love. He and his fiance love to partake of the vibrant theater and music scene in the Twin Cities. At home he has a somewhat elaborate saltwater aquarium.

SAMANTHA O.

AGE 26

OCCUPATION DESIGNER

LOCATION LONDON

GENDER FEMALE

TIER TECH/CREATIVE



"I'm constantly brainstorming on my own and with my team. I need a way to better organize these torrents of ideas so we can put them to their best possible use."

MOTIVATIONS

Samantha has steadily proven herself in her role on the design team at a prominent London agency. Her tastes are keen given the quality of her schooling in Glasgow and now she's constantly challenged by the demands of the professional world. On a daily basis, she digests large amounts of information from both clients and user research, and then spends hours processing it with other designers in group meetings. As overwhelming as all this can be, it's gratifying to be able to generate so many ideas from all this mixing and interaction. The only problem is then how to distill it all into courses of action that are clear and compelling. Better tools to handle notes and information might make the constellations visible sooner.

GOALS

- Record large numbers of new ideas
- Keep these all in one place and figure out how to organize them.
- Easily share these ideas with others

FRUSTRATIONS

- Always losing track of handwritten notes.
- Difficulty assembling desired information to then quickly share.
- Current arrangement is clunky and incoherent.

BIO

Only a few years after completing her undergraduate studies, Samantha is finding herself very busy in the UX design field. As both an artistic and technically minded individual, this work suits her very well. Raised and educated in Scotland, she is finally getting used to the intensity of London after settling there in 2015. She loves playing tennis when it isn't raining.

GERALD R.

AGE 50

OCCUPATION MARKETING

LOCATION SAN ANTONIO, TX

GENDER MALE

TIER BUSINESS

MOTIVATIONS

It could be said that Gerald is at the peak of his career in marketing and business development. He has a passion for skillful communication targeted to increase sales and the overall profile of whatever brand he is involved with. He attributes his success to a level of imagination combined with a certain gumption, of course. Naturally however, this imagination can be rather haphazard and tough to reign in at times. What auspicious avenues might be obscured because his mess of digital and physical notes is so hard to synthesize?

GOALS

- To keep track of various ideas, insights, contact info.
- Easily refer back to and search through this info.
- More easily gather info, notice patterns, make improved decisions based on research.

FRUSTRATIONS

- Losing track of crucial websites, contacts, etc.
- Disorganized and incoherent notes, research, etc leads to confusion
- Missed reminders, appointments, deadlines.

BIO

Gerald has been involved in marketing and sales for decades. His outgoing personality and voracious intellect have enabled him to grow the customer bases of many businesses and finalize complex and lucrative deals. A native Texan, Gerald has nonetheless travelled to every continent in the world and greatly enjoys hunting, fishing, and time with his family.



"Ever on the lookout for new opportunities for my business, I need to record ideas and refer back to them effortlessly."