

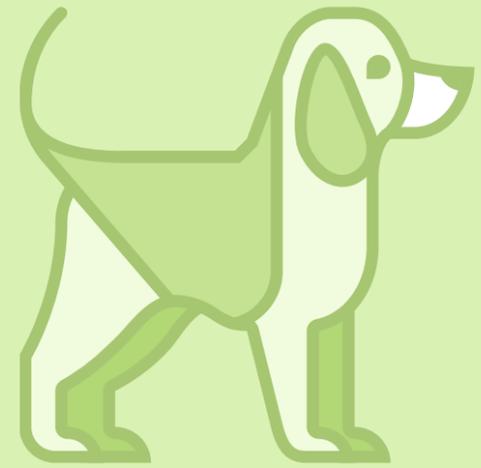


Ashley the Astronaut

World Inter-galactic traveler

I spend my days in space, going for long walks on the moon and video chatting with my friends and family back on Earth. Zero gravity can sometimes make it hard for me to avoid typos on touch-screens. I wish the buttons were bigger. I try to keep busy but it can be boring up here and the wifi is as slow as Neptune!

Needs: Better WiFi connection, Accessible touchscreens, products to keep me from being bored.

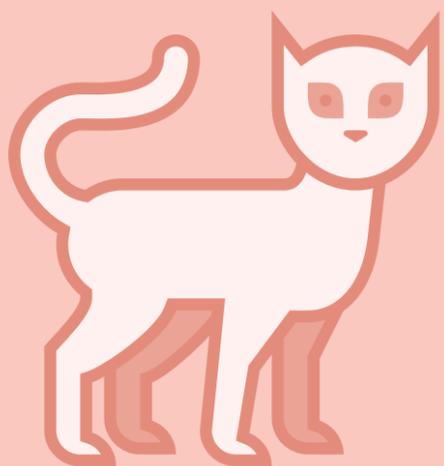


Doggo the Dog

A very good boy

Woof! I play fetch, I dig holes, I do tricks, I make friends, I love my humans. I need to know where my humans are all the time! I need a little explaining before I completely understand how to do something, and I don't know how technology works... I'm just a good boy!

Needs: Connection with humans, clear instructions, easy to understand interfaces

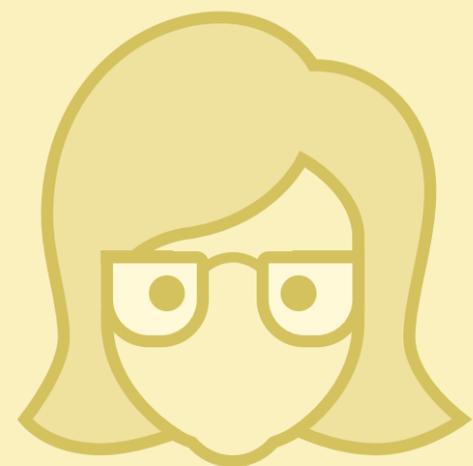


Cali the Cat

Lady of leisure

I live a life of naps in the sun, treats all the time and knocking things off high places. I love my humans even though I'm smarter than them. I'm always interested in the latest cat-tech, but touch-screens are a little hard to use because of my paws. Meow.

Needs: Stimulation, new technology, accessible touchscreens

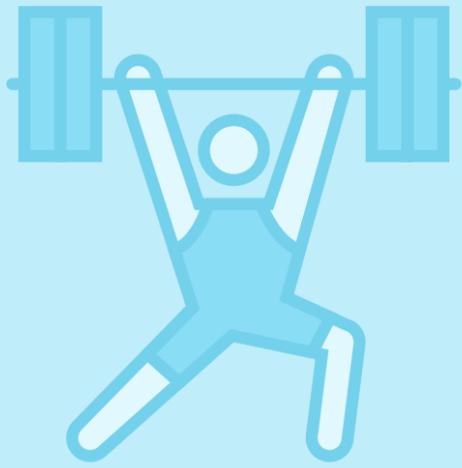


Tammy the Teacher

A+ educator

Hi I'm Ms. Tammy! I'm pretty busy buying school supplies, grading papers and writing lesson plans. I'm always getting interrupted by one of my students when I'm trying to get stuff done. I don't have time to keep up with the latest tech trends, but I'm a fast learner when I need to pick something up.

Needs: Design that considers frequent interruption, simple interfaces, a clear path for do-it-yourself user



Andrew the Athlete

Going for the gold

Gotta train to win! I'm committed to my health so I'm always at the gym or on the field. I like hanging out with my buddies and listening to awesome workout playlists. I'm willing to try any new workout technology - Health trackers? Fitbits? Meal planners? As long as the tech can go where I go, sign me up!

Needs: Ways to socialize, products that work across all my devices, hands-free interfaces



Moxie the Musician

Rockstar in the making

Ooh la la I'm Moxie. I love making music, so I'm always at the studio. It can get kinda cramped in there, so I wish I could record anywhere. To get inspired, I go for runs, listen to Mariah Carey and spend time journaling... but I don't have enough time to do that stuff. I need my tech to keep up with my touring lifestyle!

Needs: Mobile design, easy to pick up, products that work across all my devices



Charlie the Chef

Magician in the kitchen

If you can't take the heat, then... well, you know. My kitchen is really fast paced and I always need to be communicating with my team. I'm an old-fashioned kind of chef, so I prefer to buy a cookbook rather than Google a recipe. It takes a special kind of app to make me download it. I love exploring new cultures through delicious food. Bon appetit!

Needs: Ways to discover, communication systems, good reasons to use technology



Gertie the Grandma

Since 1930

I'm not your average grandma. While I love my grandkids, my cat and my bridge nights with the gals, I'm also an avid blogger. I coded my whole blog myself! I love learning new things on the computer, and I even give my grandkids typing lessons. The only thing that bothers me is those darn designers who use small print.

Needs: Super-user shortcuts, learning elements, accessible screens (large type)



Miles the Magician

Now you see me, now you don't

Abracadabra, it's me! I travel the world pulling rabbits out of hats, sawing my assistant in half and entertaining the masses. I never reveal my secrets, so it's important to me that my data is EXTRA secure. I have a large social media presence in order to draw crowds to my shows, so when I'm not pulling nickels from behind your ear, I'm on my phone.

Needs: Data security, mobile-friendly design, social integration

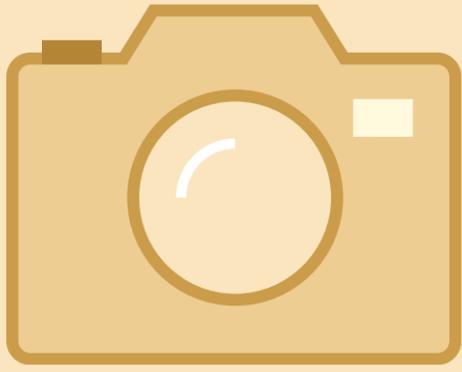


Photo Sharing App

Sharing is caring

Sketch an app that _____ would use to store and share photos.

Apps for inspiration:

Google Photos, Instagram, VSCO



Planner App

Plans A through Z

Sketch an app that _____ would use to stay organized.

Apps for inspiration:

Google Calendar / iCal, Reminders, Google Keep



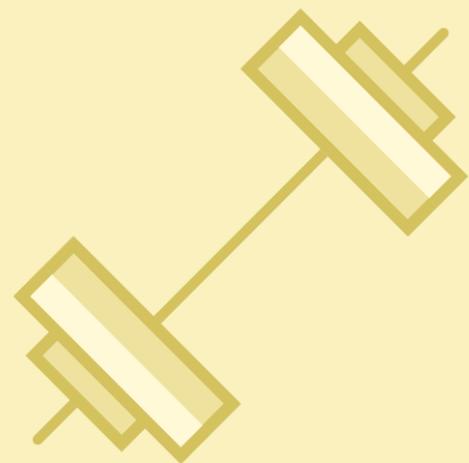
Chat / Messaging App

Whisper down the alley

Sketch an app that _____ would use to communicate with others.

Apps for inspiration:

Snapchat, Google Allo, FB Messenger, WhatsApp



Fitness App

Too fit to quit

Sketch an app that _____ would use to stay in shape.

Apps for inspiration:

FitBit, Apple Health, Nike Training Club



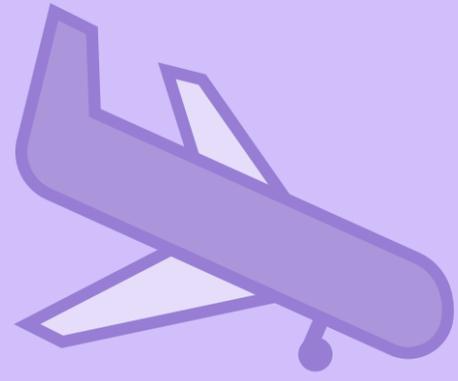
Music App

Its karaoke time

Sketch an app that _____ would use to experience the beauty of sound.

Apps for inspiration:

Spotify, Pandora, Apple Music, SoundCloud



Travel App

Bon voyage!

Sketch an app that _____ would use to plan an adventure.

Apps for inspiration:

Airbnb, Google Trips, Hopper



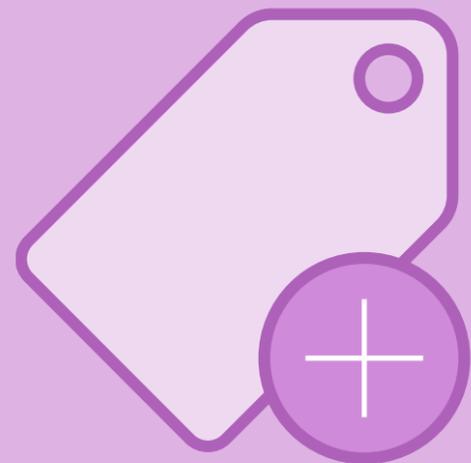
GPS / Map App

Show us the way

Sketch an app that _____ would use to locate people, places, &/or objects.

Apps for inspiration:

Waze, Google Maps, Apple Maps



Shopping App

Shop till you drop!

Sketch an app that _____ would use to shop and/or find deals.

Apps for inspiration:

Amazon, LetGo, Etsy



Doodle App

Reveal your inner picasso

Sketch an app that _____ would use to draw or spark creativity.

Apps for inspiration:

Paper by Fifty Three, Draw Pad, Coloring Book