



Jaynee

Age: 45 yo
Location: Napa, CA
Education: B.S. Accounting
Job Title: Certified Public Accountant

Background

- ♦20+ years working as a CPA.
- ♦Married with two high school aged children
- ♦Uses her digital to-do reminder app for personal/home-life tasks

Goals

- ♦Wants a to-do reminder app that is simple, intuitive, and easy to use.
- ♦Looking to be able to customize her application to fit her needs.
- ♦Needs something that will get her attention to help her follow through with tasks.
- ♦App that provides good communication and feedback

Jaynee has a busy schedule juggling home and work-life. She uses a reminder app for personal/home tasks because she says she can forget things easily and the app helps her stay on track with reminders, appointments, shopping lists, and errands. She will also utilize pen and paper on occasion to scribble things down that pop into her head. Jaynee uses a separate program at work for tasks in the office.

With her busy lifestyle, Jaynee needs a reminder application that will be simple and intuitive to use so she can accomplish her goals easily without having to take time to learn how to use it. Jaynee admits that she can get so wrapped up in work or home projects, that she can forget other tasks she has scheduled for the day, so having an application that gives regular prompts would help her stay on task.

Pain Points

- ♦Worries that reminders will be lost accidentally and won't be able to be retrieved

“iPhone is successful as it is, not because of the phone itself, but because of how intuitive it’s platform is. Simple. No need to guess.”