



FUNCTIONAL

UNAPPROACHABLE

DIRECT

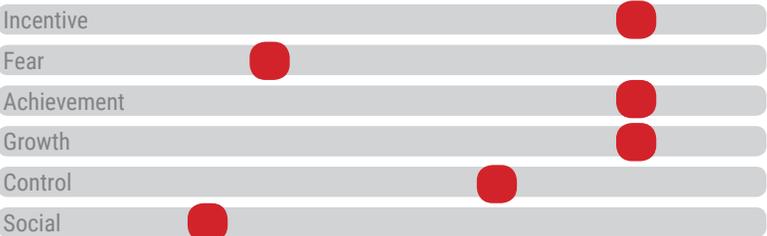
Derek Developer

39, Father of One

Los Angeles, CA
Software Engineer

“Is there a faster way to do this without having to include everyone? By the way do I have to go?”

MOTIVATIONS



GOALS

- Eliminate unnecessary steps in daily activities
- Automate everything/Plan ahead
- Be ahead of what's coming (Trends, changes in process, or events)

FRUSTRATIONS

- Not knowing way in advance
- Ask to participate rather than voluntary
- Lack of information that allow for a clear decision

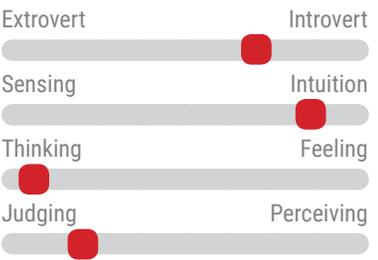
EDUCATION

- BS, Computer Science—UCLA
- MS, Computer Science—UCLA
- Considering PHD program

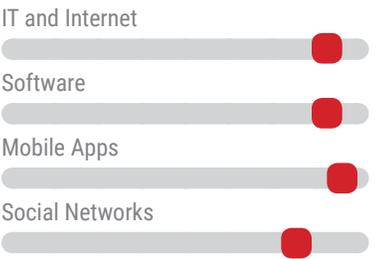
PROFILE

Derek is a Software Engineer at a tech start up company that demands a lot of his time during the week. He's father of a 2 year old girl and lives in the greater LA area with his partner. He commutes via bus four days a week and works from home one day to take his daughter to school and pick her up. He tries to get the most out of his time with his daughter on the weekends by visiting local attractions like the beaches, museums, and parks. He reads a lot of Sci-Fi books and collects Marvel comics.

PERSONALITY



TECHNOLOGY



BRANDS





Think & Feel?

I would like to get out of here ASAP

I feel like their process does take into account our busy lives

Is it me or does everyone have more patience than me?

If I don't make eye contact I won't have to have a conversation.

Are you so an so's dad?

We all should be aware of what happens here daily

I don't want to eat that for lunch

I have to sign up for parent conferences?

Hear?

Your father will pick you up today. Don't forget take home your blanket.

No I can't stay at school with you today.

Shuffles past other parent to get his daughter to her class

Help's his daughter put her stuff away

Say & Do?

Waits for his turn to sign in his daughter

Tries to get out ASAP so his car doesn't get block in my the next wave of parents dropping off

See?

Busy parents

Kids crying

Parents saying its ok

Diapers, a lot of diapers

Hand sanitizer

People waiting for 3-ring binder to sign in their kids

Pains

Takes too much time to sign in

Confused about what events he has to attend

Feels left out of what normal happens daily

Hopes that his daughter has everything she needs

Gains

Less stress about drop off and pickup

Can check to see anytime what events are happening

Always know what his daughter needs

Move on with his day quickly