



**Name:** Kylie

**Age:** 19

**Gender:** Female

**Ethnicity:** Hispanic

**Location:** Brooklyn, NY

**Education:** Pursuing a degree in Marketing

**Occupation:** Full time student & Part time Sales Associate

**Salary:** \$20,000

### **Values:**

Time is something that is extremely scarce to her so she values every second. She tries to be as efficient as she can by planning her days on in a planner to maximize time.

### **Attitude towards technology:**

She enjoys using technology frequently and believes that it helps to make life easier. She is very modern in the sense that she doesn't believe in using other products for tasks that her phone can do, such as alarm clocks and notepads. She's extremely busy with work and school and when she does have free time she likes to indulge in social media.

### **Behavior**

Being a full time student with a part time job doesn't leave her with much time to enjoy leisurely activities. She's the oldest of three siblings and sometimes has to help out with picking and dropping off her younger siblings at school. Since she's always on the go, she moves her car multiple times a day and frequently forgets where she parks it. She's also frequently misplaces her wallet and keys since she is always going from place to place.

### **Fears/Frustrations**

Constantly being on the go and pressed for time leaves her fearing that being forgetful and disorganized will cut into the time she doesn't have. She hates being late for school because she doesn't want to miss out on vital class time and She also dislikes being late for work because she doesn't want to get in trouble.

### **Needs & goals**

Kylie wants to be more organized than she already is. She tries her best to be time efficient but sometimes fails due to unforeseen mishaps. She would love to be able to take care of as many preventable time stealers as she can.