

# JASMINE WELSEY

"As long as it gets the job done in style!"



AGE: 24  
 JOB: Grad student & part-time UX designer  
 FOCUS: Tech  
 STATUS: Single  
 EDUCATION: Georgetown University  
 LOCATION: Washington, D.C.

## Needs & Product Goal

Jasmine wants a fashionable and durable bag that will provide safety, comfort and plenty of space for all her personal belongings and school material! As a woman, living in a city and walking to and from school can often times feels unsafe, so a safety feature on the bag is important. Different compartments and spacing is key for holding all her possessions.

## Frustrations

- Does not like having to search around for things, easily accessible
- One big mess, things are better when compartamentalized
- Everything getting tangled together
- No personal touches in things, everyone looking the same

## Personal Goals

- SHORT TERM**
- Do well in school
  - Get a full time position in the company she is currently working in once she graduates
  - Find more time to spend with friends and family
  - Go on more outdoor excursions and hikes near the DMV area

## Personality

FOCUSED      MOTIVATED  
 JOYFUL      LOYAL  
 EXTROVERT      PASSIONATE

## SOFTWARE & APPS



BRANDS

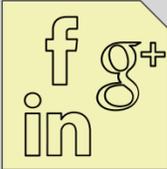
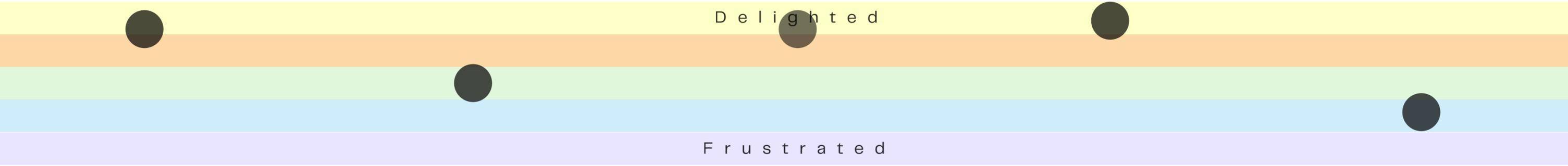




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"An efficient, organized and visually pleasing interactive environment is key for productivity."

## JOURNEY MAP for Organizational Lifestyle App – LVRGNZ

	Sign-Up / Registration	On-Boarding	Getting Started	Use	App Feedback
Channels	  	 	   	  	
Touchpoints	<ul style="list-style-type: none"> <li>• New User</li> <li>• Use pre-existing accounts from other apps</li> <li>• Email &amp; identity verification</li> </ul>	<ul style="list-style-type: none"> <li>• Product demo</li> <li>• Tips &amp; Tricks</li> <li>• Smart guide</li> </ul>	<ul style="list-style-type: none"> <li>• Linking inbox</li> <li>• Syncing calendars</li> <li>• Linking other communication apps</li> </ul>	<ul style="list-style-type: none"> <li>• Creating Lists</li> <li>• Linking reminder notification</li> <li>• Task notifications</li> </ul>	<ul style="list-style-type: none"> <li>• Star-ratings</li> <li>• Written responses</li> <li>• Facial expressions, emojis</li> </ul>
Pain points	Does not include Two-Factor authentication: "Would like to have an extra safety net for personal matters!"	After the initial demo, tips are a bit hard to find in the app	"Some times Zoom crashes down when I click on the link directly from the app."	"I love having customizable designed lists, would love to see this for task notifications too!"	"The frequency of rating pop-ups get quite frustrating"
Emotions					
Possible Solutions / Opportunities	Create Two-Factor authentication option either through pre-existing apps or text	Create a more evident "Tips & Recommendations" link and demonstration	Troubleshoot, debugging	Have the ability to customize the design of your Tasks notifications (colors, emojis, fonts)	Add a rating feature in the web version Make it pop-up less in the mobile app