Concept statement

- Name: Reflections

- What will it do?

  - allow a user to log thoughts about daily activities

- Who are the users?

  - people who want to be reflective about some aspect of their daily life

- What problems does this solve?

  - allow users to maintain a diary on a device they already have

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Example persona

Hard Facts
Christie is living in a small apartment in Toronto, Canada. She's 23 years old, single, studies ethnography, and works as a waiter during her free time.

Interests and Values
Christie loves to travel and experience other cultures. She recently spent her summer holiday working as a volunteer in Rwanda.

She loves to read books at home at night as opposed to going out to bars. She does like to hang out with a small group of friends at home or at quiet coffee shops. She doesn't care too much about looks and fashion. What matters to her is values and motivations.

In an average day, she tends to drink many cups of tea, and she usually cooks her own healthy dishes. She prefers organic food, however, she's not always able to afford it.

Computer, Internet and TV Use
Christie owns a MacBook Air, an iPad and an iPhone. She uses the internet for her studies to conduct the majority of her preliminary research and studies user reviews to help her decide upon which books to read and buy. Christie also streams all of her music and she watches movies online since she does not want to own a TV. She thinks TV's are outdated and she does not want to waste her time watching TV shows, entertainment, documentaries, or news which she has not chosen and finds 100 % interesting herself.

A Typical Day
Christie gets up at 7 am. She eats breakfast at home and leaves for university at 8.15 every morning.

Depending on her schedule, she studies by herself or attends a class. She has 15 hours of classes at Masters level every week, and she studies for 20 hours on her own.

She eats her lunch with a study friend or a small group.

She continues to study.

She leaves for home at 3pm. Sometimes she continue to study 2-3 hours at home.

Three nights a week she works as a waitress at a small eco-restaurant from 6pm to 10pm.

Future Goals
Christie dreams of a future where she can combine work and travel. She wants to work in a third world country helping others who have not had the same luck of being born into a wealthy society. She's not sure about having kids and a husband. At least it's not on her radar just yet.

https://www.interaction-design.org/literature/article/personas-why-and-how-you-should-use-them

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Example scenario

Zoe is a foodie who uses the lifelogging app to keep track of the great meals she has enjoyed. She is out to eat at a little dockside dive that serves fish fresh off the boats. She takes a photo of her fabulous fish and chips and then writes some notes about what kind of fish it is, how well it was prepared, and how great it is to be sitting out on the dock in the sun enjoying some incredibly fresh fish. While she is eating, she tries to remember the last time she had such good fish and chips, and searches for her entries similar meals. She finds she had a very similar meal two months ago, and the map indicates it was at a place right across the bay. She resolves to further explore the area. Finally, unable to resist sharing her find, she posts the photo on Instagram.

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- What will it do?

    - allow a user to log thoughts about daily activities

- Who are the users?

    - foodies

    - travelers

- What problems does this solve?

    - allow users to maintain a diary on a device they already have

    - make it easy to connect different events based on location / time/ type to aid reflection