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# Constance



**Age** 29  
**Occupation** Publicist  
**Location** San Diego, CA  
**Gender** Female  
**Tier** Novice

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Free spirit • Goal-oriented • Multi-faceted

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“Allow saving files in the cloud to be affordable, accessible on my phone or laptop and most importantly, make it easy to use.”

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## Bio

With her private college education in the rear view and a few years of real world business experience under her belt, Constance has high hopes for her career and personal life. She is well informed, well-traveled, worldly and appreciates learning the little known, juicy facts about people or the places she visits. She values her independence and can be described as an influencer in social circles. Always in tune with her intuition, she leads by example and takes advantage of opportunities as they arise.

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## Motivations

With her active, busy, robust lifestyle, she always appreciates every moment and likely has something to share afterward. She is gracious with her loved ones and friends, but time is short, so her devices need to stay synced and ready for anything she can throw at them. Affordability is important, as are her chai lattes. She mainly shares photos and videos for personal use, but Word docs and spreadsheets for work purposes.

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## Goals

- Accessibility and mobility
- Easy method to share files
- Affordable, diverse plan options
- Simple, easy mortgage process/ paperwork
- Move the mortgage process to the cloud

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## Frustrations

- Confusing cloud interface
- High cost of storage plans
- Limited storage plan capacities for free or inexpensive plans
- Disjointed communications amongst too many parties in the mortgage process

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# Tyler



**Age** 38  
**Occupation** Business Analyst  
**Location** Atlanta, GA  
**Gender** Male  
**Tier** Intermediate

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Contemplative • Organized • Practical

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“Streamline the cloud sharing process, there has to be a better way to sort, organize and share files. Offer more secure plan options at an affordable price for various users.”

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## Bio

Married a few years ago, with a little one on the way, Tyler is breaking new ground with each passing year of his life. Changes are the norm, yet he always enjoys falling back on his mainstay hobbies and interests: camping and hiking, traveling, technology, reading, chess and enjoying the latest, local micro brew. Tyler has a limited scope of social contacts, but he is kind, easy to talk to, friendly and funny at times, as well as charming, once you get to know him.

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## Motivations

As much as Tyler likes to create his own adventure hiking, he also likes to have a safety net and a backup, just in case. Practicality is important and he sees the cloud as something that just makes sense, in order to stay organized and maintain his digital life. He doesn't splurge on unnecessary things, so scaling at the correct size is key. Being tech-savvy is in his DNA and having a cloud platform meet his expectations, makes sense to him.

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## Goals

- More intuitive overall cloud platform
- Affordable, diverse plan options
- Easy method to share files
- Understand the mortgage process better

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## Frustrations

- Make it less difficult to share files
- Limited storage capacity and plan options for basic plans
- Make it less difficult to organize folders/files
- How personal info is being shared with third parties

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# Gregory



**Age** 52  
**Occupation** Restaurant/bar owner  
**Location** Chicago, IL  
**Gender** Male  
**Tier** Expert

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Adventurous • Confident • Focused

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“I have too many things going on my life, I don’t have time to think about cloud storage. It should just work, when and where I need it to, on the device I have in front of me at the time.”

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## Bio

Being from the midwest, Gregory has a strong work ethic and doesn’t take anything for granted. He is a friendly, outgoing, successful entrepreneur, who knows what he likes and wants for his career and personal life. He has a vast network of business and personal connections that he prides himself on and is always meeting new people. He loves to travel often and enjoys staying on trend in most all things, in terms of design.

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## Motivations

He has aspirations to grow his restaurant/bar empire and his digital life is as important as his work life. He frequently shares various types of files and collaborates on the fly with various parties, including family, friends, colleagues and external third party vendors. With so many different devices, he needs one cloud location for everything to stay on track and to stay organized.

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## Goals

- Convenience and security
- Accessibility and mobility
- Share-ability and various file management options
- Streamlined mortgage process

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## Frustrations

- Doesn’t work fluidly on all my various devices
- Confusing cloud dashboard
- Difficulty sharing files on my various devices
- Too much mortgage paperwork