# Jonathan Maas
# Bulletn
# Personas

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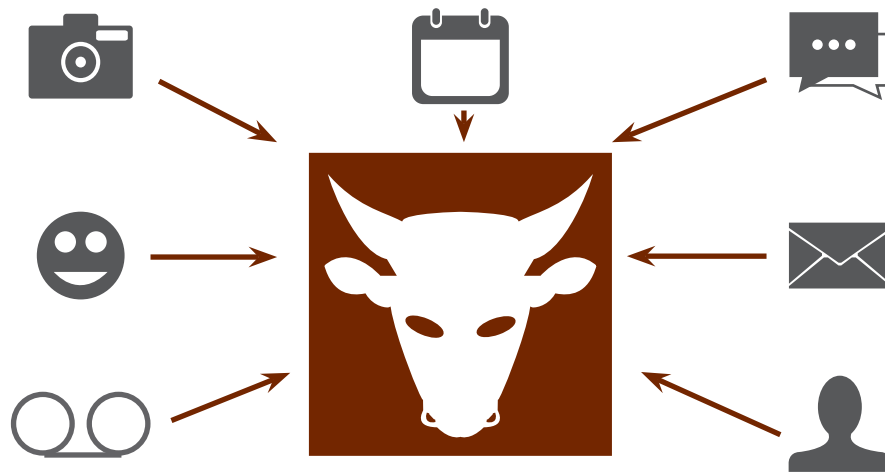
## Bulletn Overview

There are a lot of chatting/photo sharing/communication apps out there. App users have their favorite app for chatting, their favorite app for emailing, and they have their native calendars, phone contact list, vm messages - all in different parts of their phone.

We are hoping to make an app that consolidates every one of these pieces and brings them all together.

If a user wants a phone number, an email, or even to upload a photo - all they need to do is to click our icon.

## Personas

The following are three archetypes that we believe represent what will be our core userbase.

# Persona #1 - Traveling Businessman





"I'm not super techy, but if I find an app that works for me, soon I can't live without it. I'm a busy guy, and I need one app to organize my schedule first, and everything else second. I also have a family at home with whom I'm constantly communicating."

| | |
|---|---|
| Age: | 42 |
| Lives: | Atlanta, Georgia |
| Profession: | Sales Rep |
| Income: | $$$$$ |
| Tech-Saviness: | 💻💻💻💻💻 |

Rarely uses phone ————————————— Addicted to Smartphone

Social Media Shy ————————————— Social Media Power User

Does not buy In App Purchases ————————————— IAP Junkie
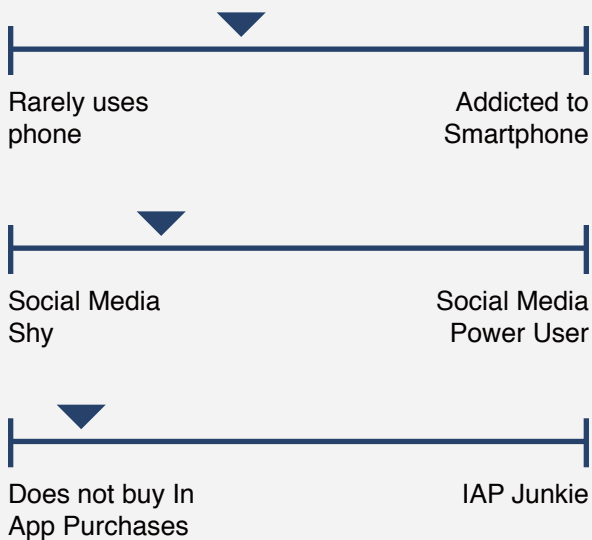
## Goals and behaviors:
- His most important thing is his calendar.
- He can't afford to miss a single schedule point
- He sometimes has a problem when he schedules too many things at once and starts forgetting them
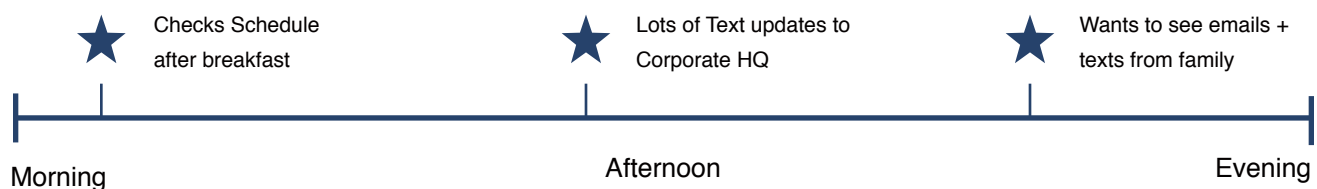- He likes 'all in one' apps

## Bulletn Wants
- A robust 'can't miss' calendar reminder, where each event takes over the screen
- Easy to use

## Bulletn Needs
- Automatic integration - if he enters a phone number or text message into another part of his phone, it shows up here
- Needs to be confident that if he opens up Bulletn, he will not miss anything

## Interactions with Bulletn

★ Checks Schedule after breakfast

★ Lots of Text updates to Corporate HQ

★ Wants to see emails + texts from family

Morning ————————— Afternoon ————————— Evening
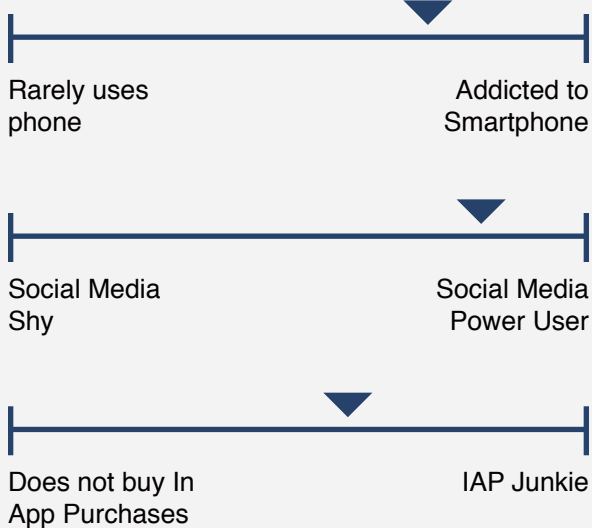
# Persona #2 - Tech-fiend



"I'll give most any app a shot and stick with it if I like it. I'm pretty wary of apps that try to sneak in too many ads or forced IAPs. In short, give me a good product, don't try any sneaky stuff and you'll be in my rotation."

Age:            27
Lives:          New York, NY
Profession:     Marketer
Income:         $$$$$
Tech-Saviness:  ⌨⌨⌨⌨⌨

Rarely uses phone ————————▼———— Addicted to Smartphone

Social Media Shy ——————————▼— Social Media Power User

Does not buy In App Purchases ———▼————————— IAP Junkie

## Goals and behaviors:
- Other than gaming apps he likes straightforward useful apps with no BS, i.e. apps like 'Whatsapp'
- He likes elegant, minimalist design
- He likes apps that 'automatically integrate' social media, especially at night when he is looking for something to do
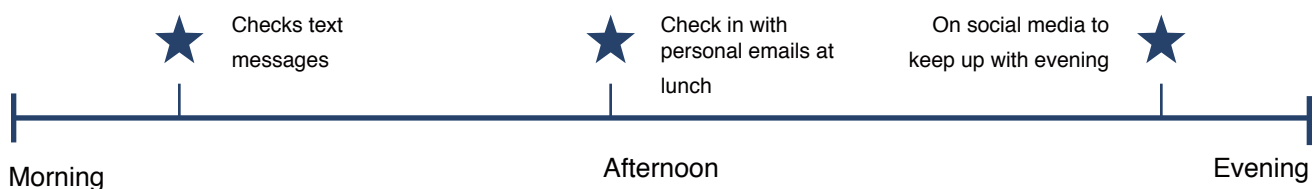
## Bulletn Wants
- Elegant design
- IAPs aren't a deal breaker, but wants no sneaky IAPs 'necessary' to make the app function

## Bulletn Needs
- No constant forced ads
- Social media integration
- Location-based features

## Interactions with Bulletn

★ Checks text messages

★ Check in with personal emails at lunch

★ On social media to keep up with evening

Morning                    Afternoon                    Evening

# Persona #3 - Multi-tasker



"I'm ambitious at both work and on the home front. I'm running my own real estate company and taking care of my daughter, who loves soccer and a hundred other activities. I need something to wrap it all into one."

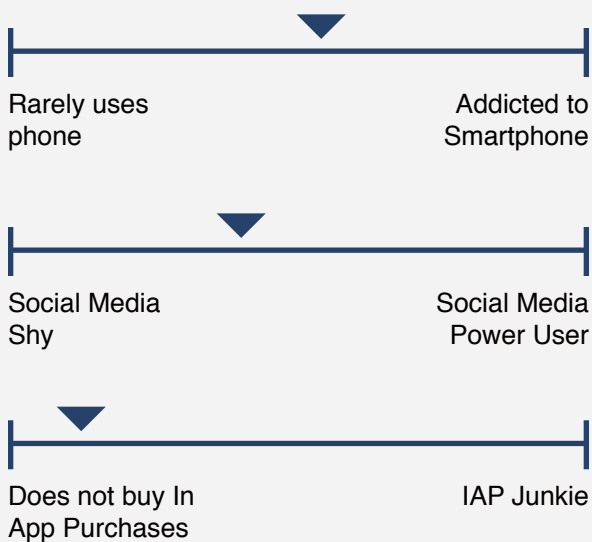| | |
|---|---|
| Age: | 47 |
| Lives: | Dallas, TX |
| Profession: | Real Estate |
| Income: | $$$$$ |
| Tech-Saviness: | 💻💻💻💻💻 |

**Goals and behaviors:**
- She is tech savvy with organizational software, but has yet to find a good phone replacement for excel
- Has a lot of clients, always meeting new people with their own needs
- Takes a lot of photos of her daughter

Rarely uses phone ▼————— Addicted to Smartphone

Social Media Shy ——▼—— Social Media Power User

Does not buy In App Purchases ▼——————— IAP Junkie

**Bulletn Wants**
- Ideally a robust 'personal contacts' page to remind her of new clients' names, faces and needs
- Has data going all the way back to the 1990s, if she can access that with an app, she's sold

**Bulletn Needs**
- Good calendar
- Easy to use
- Photo integration

## Interactions with Bulletn

★ Showing houses on wkds - takes photos + acquiring contacts

★ Texting, calling and emailing clients

★ At daughter's game, texting photos to family

Morning          Afternoon          Evening