



Chuck

Age: 45

Occupation: Data Science

Location: Seattle, WA

Education: MS

Status: Single

Bio

Chuck is a techie who loves efficiency. His weekdays are spent crunching numbers and on the weekends he likes to work on modifications to his vintage porsche. He and his friends love to meetup virtually to game during the free weeknights and he has a gym membership that he has yet to optimize. Paradoxically, he loves classical music and death metal. Everything Chuck touches at work turns to gold, but he still finds himself distracted by his phone from time to time at work. Meaning, he is not upholding one of his core values of efficiency.

Personality

Introvert

Extrovert

Analytical

Creative

Busy

Time rich

Messy

Organized

Independent

Team player

Interests

- Gaming
- Role playing
- Vintage Cars
- Tech podcasts
- Dark Beer
- Capsule wardrobe
- Bullet organizer
- Death Metal and Classical music

Influences

- Elegant design
- Function over form
- Elon Musk
- Yo-Yo Ma

Goals

Chuck wants to be able to minimize his distractions at work and during his freetime. He finds that if he doesn't draw the line, he will work nights and weekends. He is highly productive and organized but remains distracted by his notifications from his phone, watch and laptop. He would like to remove those distractions or atleast find a way to pull himself away from them before too much time elapses.

Needs & Expectations

- Track his habits at work
- Elegant interface
- Share a goal with team
- Integrate habit tracking with her calendar
- Customizable modes

Motivations

- Becoming more productive
- Clarity
- Simplicity in his focus
- Money
- Time

Pain Points / Frustrations

- His work requires some social communication functionality to his phone, so going cold turkey would not work.
- He wants to be able to check on his vintage car club feed from time to time but often it eats away at his productivity.