

Carmine Ong



I'm consistently the travel planner in my group of friends. It's hard to keep track of things between 10 different websites or apps.

Age: 27

Gender: Female

Marital Status: Engaged

Job Title: Preschool Teacher

Location: Los Angeles, CA

Company: Brightwoods School

Goals

- Simple to use
- Quick and easy access to basic and important information
- Access via mobile and web
- Reviews, vendors, photos of location all in one place
- Collaborative input via a poll rather than a discussion

Responsibilities

With a majority of Carmine's day dedicated to her job as a preschool teacher, at least 10+ hours a day, the time Carmine has to herself is usually limited to 2-3 hours a day. She generally tries to have a productive personal life, while getting the recommended 8 hours of sleep.

Interests

Gaming, traveling, reading, foodie, dogs, adrenaline junkie adventures, makeup and skincare

Motivations

- Have the utmost organization for all planning
- Ease of use
- Collaboration
- Efficiency
- Responsiveness and clear communication

Challenges & Frustrations

- Juggling real life commitments and a demanding job
- Tends to forget things if they're not officially on a calendar or reminders are set
- Gets overwhelmed with too much information