



## Amie

*I wish I'd had help when I was moving.  
I love sharing my knowledge with  
others and helping out!*

### Demographics:

Female, 35–55 years old

Moved from a mid-sized city to San Francisco 12–25 years ago for personal reasons.

Uses a laptop computer to do her research

### Context:

On a laptop, anywhere around the city (at a café, or at home). Will use the app to keep in touch with the City, and to add information to it as an ongoing contributor—she's an active blogger. She also likes to be part of a community of like-minded, liberal people.

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### Goals:

- To share her knowledge of the City with others
- To be a part of a larger community
- To be an ambassador of the City she loves, and to turn others on to it

### Priorities:

- Ease of use
  - Speed of use
  - Login access to post information
  - Way to communicate with the community of users
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### Pain Points:

She has a lot of first-hand knowledge of the City, but doesn't have a lot of occasion to spread that knowledge to others. She is proud of her City and wants a way to share. She also is an aspiring blogger, so this would give her topic ideas. She's encountered a lot of things that make her cringe, like smelly bus riders, druggies shooting up, and wants others to be in the know.

### Scenario #1:

As an aspiring blogger, and lover of the City she was born and raised in, Amie sees new people every day who are struggling with everyday problems. She feels weird about going up to them and offering advice, even though she gladly offers if asked. If she had a platform to post her knowledge—even to help prevent some of her “pet peeves”—she would be an avid poster.

### Scenario #2:

She knows what it's like to be lonely and not know how to meet new people. She'd like to be part of a larger community of people who help each other navigate their new City.

### Sources of Info:

Twitter, Facebook, Craigslist (a biggie), locals/word-of-mouth, and local newspapers, magazines, websites like SFGate and the Observer.