



KIMBERLY FALK
GENERATION Y



1

KIMBERLY FALK

Kimberly is in her third year at Northwestern University in Chicago. She is studying finance and hopes to go into the business world after graduation, but she isn't sure of exactly what she wants to do.

She is almost always connected to the Internet, and thus also her friends through social media. When she lived in her sorority, she saw her friends every day, but now that she lives in an apartment off campus, she keeps in close contact through texting and Facebook.

Kimberly has a part-time job at school, and is also involved with some extracurricular groups and her sorority.

In her free time, she likes to shop, both online and in stores, and often uses apps to find deals. She also spends time with friends, and when alone, often watches movies and television shows online.



PERSONAL CHARACTERISTICS

Kimberly is 21 years old and is very social. Therefore, she is always connecting with friends and enjoys working on group school projects. She wants to make sure she doesn't get lost in the crowd so she spends time being creative and personalizing her image.

Kimberly is 21 years old and is very social.

Her characteristics include:

- Outgoing and friendly
- Seeks out her own identity with the music she listens to, the clothes she wears, and her colorful iPad and iPhone accessories.
- Always multi-tasking, even during class
- Looks to save money when she can
- Stylish



KIMBERLY'S TECHNOLOGY PROFILE

Kimberly is always connected—if not on WiFi, then on 3G, unless the signal is bad. She uses her phone as a way of staying constantly in touch with her social world.

According to Kimberly:

“My mobile phone is my most important device—it has everything I need to do and it is compact.”

Kimberly multitasks frequently, texting on her phone and messaging via social media throughout the day, even during class time. She likes Apple products because they work well, but isn't completely satisfied. She's seen friends with Android devices, and she is a little envious of what widgets can do.

Technology is also a big aid for class, where she can record lectures with her smartphone or iPad, look up and even annotate PowerPoint slides that the professor provides, and research different topics easily on her phone via the Internet.

KIMBERLY'S DEVICES



Mobile: iPhone 4s, which is always with her.



Tablet: iPad 3, which is relatively new to her. She finds she uses it more and more.

According to Kimberly:

“The iPhone is ubiquitous, it’s everywhere.”



Laptop: Macbook 13". She doesn't use this as much anymore since she got her tablet, unless it's for school assignments or longer emails.



Reader: Amazon Kindle. Kimberly enjoys reading mainly fiction and biographies as an occasional alternative to movies or shows.

PLACES

Kimberly spends time in class, at work, at cafes studying, at her sorority, on the subway, and at her apartment.

Her locations include:

- **Public transportation:** She takes the subway and other public transportation to get to school or social events. While on the subway or bus, she usually plays games on her tablet if a seat is available, or if no seat is available she will use her phone to go on Facebook or text her friends.
- **Sorority:** She doesn't live here anymore, but now she goes for social events, which she sometimes helps organize.
- **School:** She goes to most classes, but sometimes skips ones where she is doing well. Most lectures or slides are online, so she doesn't always feel the need to go. When at class (and elsewhere), she is often multitasking on her phone and/or tablet, watching videos and messaging her friends or going through websites.
- **Restaurants and Cafes:** She will study at cafes as a way of removing other distractions, though this isn't always achieved, because she still checks her phone frequently.
- **Work:** She works 10 hours a week at the student bookstore.
- **Apartment:** She does some of her school work from home, as well as video chatting, and watching movies and TV shows.



MOBILE TASKS

Kimberly's smartphone and tablet allow her to stay connected to her friends throughout the day, and are used to constantly take in information—whether it's watching amusing videos on Youtube, Facebook updates, or online “window shopping”.

Smartphone tasks include:

- Email
- Texting
- Calling, but mainly with her family
- Using as an alarm to wake up
- Staying connected to friends and posting pictures to social networking sites such as Facebook, Pinterest, Instagram
- Using social networking to coordinate events
- Playing games, especially during downtime (Words with friends, Word Scramble, Angry Birds, Temple Run, Plants vs. Zombies)
- Finding restaurant suggestions and reviews of places nearby to try out with Yelp
- Taking pictures—of self, friends, or of anything interesting
- Performing tasks such as online banking and looking up public transportation information
- Videoconferencing via Facetime or Skype with family, and sometimes friends
- Listening to music—often while studying, on public transport, etc.
- Checking news and reading magazines
- GPS/maps to navigate
- Store passwords and lock combinations
- Use Groupon and other services to find good deals



TABLET TASKS

Kimberly has found her tablet to be very useful for many of the things she wants to do: playing certain games, watching movies and shows, browsing Facebook, and reading email.

Tablet tasks include:

- Reading books, magazines, news
- Watching movies and TV shows
- Online shopping
- eBooks: Kindle app
- Social games, like Draw Something
- Cooking apps

According to Kimberly:

“I find myself doing more and more things on the tablet that I used to do on my laptop.”

LAPTOP TASKS

Kimberly mainly uses her mobile devices when possible, but there are a few tasks that she still does on her laptop.

Laptop tasks include:

- Watching DVDs
- Synching mobile devices
- Photo editing
- “Heavy-duty” work, like papers and assignments for school
- Video chatting, which she sometimes finds more convenient than on the phone because you don’t have to hold the device
- Accessing Blackboard for school, where professors post course materials and assignments, and students can communicate with each other on a bulletin board



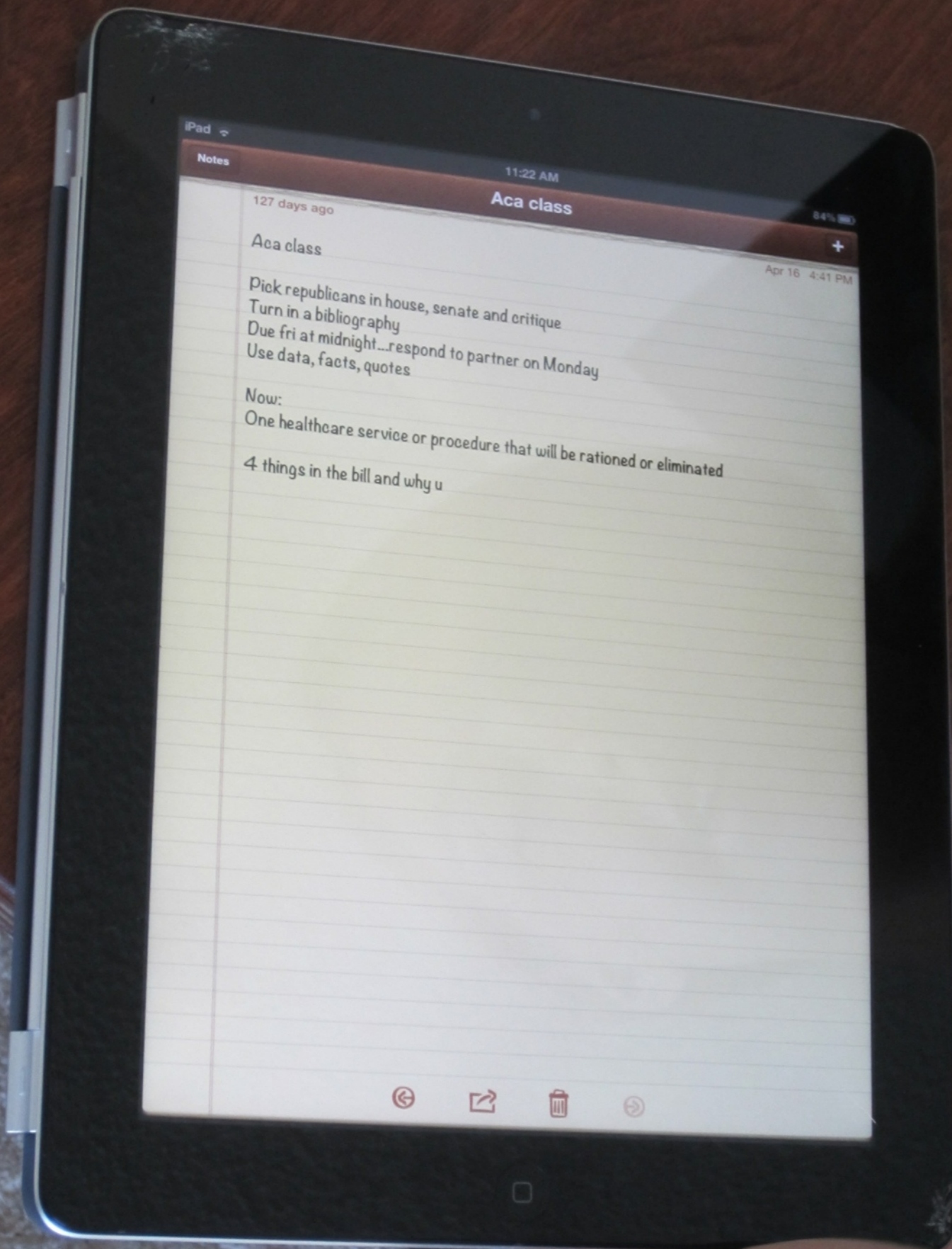
SCHOOL TASKS

Kimberly has found that her tablet makes possible a number of very useful functions for helping out in class.

- Taking notes in class
- Recording lectures
- Pulling up PowerPoint slides for class, editing or annotating them
- Digital textbooks

According to Kimberly:

“Tablets are replacing laptops more and more. For just emailing and note taking, it’s good. A phone is too small for that in class. A tablet also looks more professional whereas a phone doesn’t.”





SOCIAL NETWORKING

Kimberly finds social networking has firmly integrated itself into her life. Since high school, she has used Facebook and other social networks to keep in touch with her friends, coordinate events, and find out about interesting things on the Internet.

- Messaging friends through Facebook's IM functionality
- Updating status
- Posting pictures to Facebook or Instagram (phone only)
- Posting interesting links
- Using Facebook groups and invites to coordinate events, especially with her sorority
- Creating Facebook groups for school projects, as an easy platform for group communication and staying updated
- Using Pinterest to bookmark things she likes or to check for things she might want (just on tablet and laptop)
- Using Twitter to update about her day. She recently integrated Twitter and Facebook
- Checking into places, either on Facebook or Yelp, especially if restaurants give incentives to do so



PHONE PAIN POINTS

Even though Kimberly finds her mobile devices indispensable, there are a few frustrations she faces.

Frustrations include:

- Siri doesn't understand her voice as well as she thought it would, and she has stopped using it
- Battery life is a problem—doesn't make it through a whole day
- She would like to be able to customize the iPhone more and make it easier to perform certain common tasks
- Some web pages aren't mobile friendly
- Hulu+ limits the availability of shows for the iPad compared to her laptop
- When iPhone apps crash, sometimes the data is lost
- Mobile apps sometimes have limited functionality, like being unable to create photo albums on the Facebook app
- Lack of Flash support
- Lack of removable storage
- Turning off the 3G data stream is too difficult, and consequently leads to wasted usage. This is particularly important with limited data plans.
- Copying and pasting is not very easy

According to Kimberly:

“Apple has its own way of doing things so there are limitations, like no Flash.”

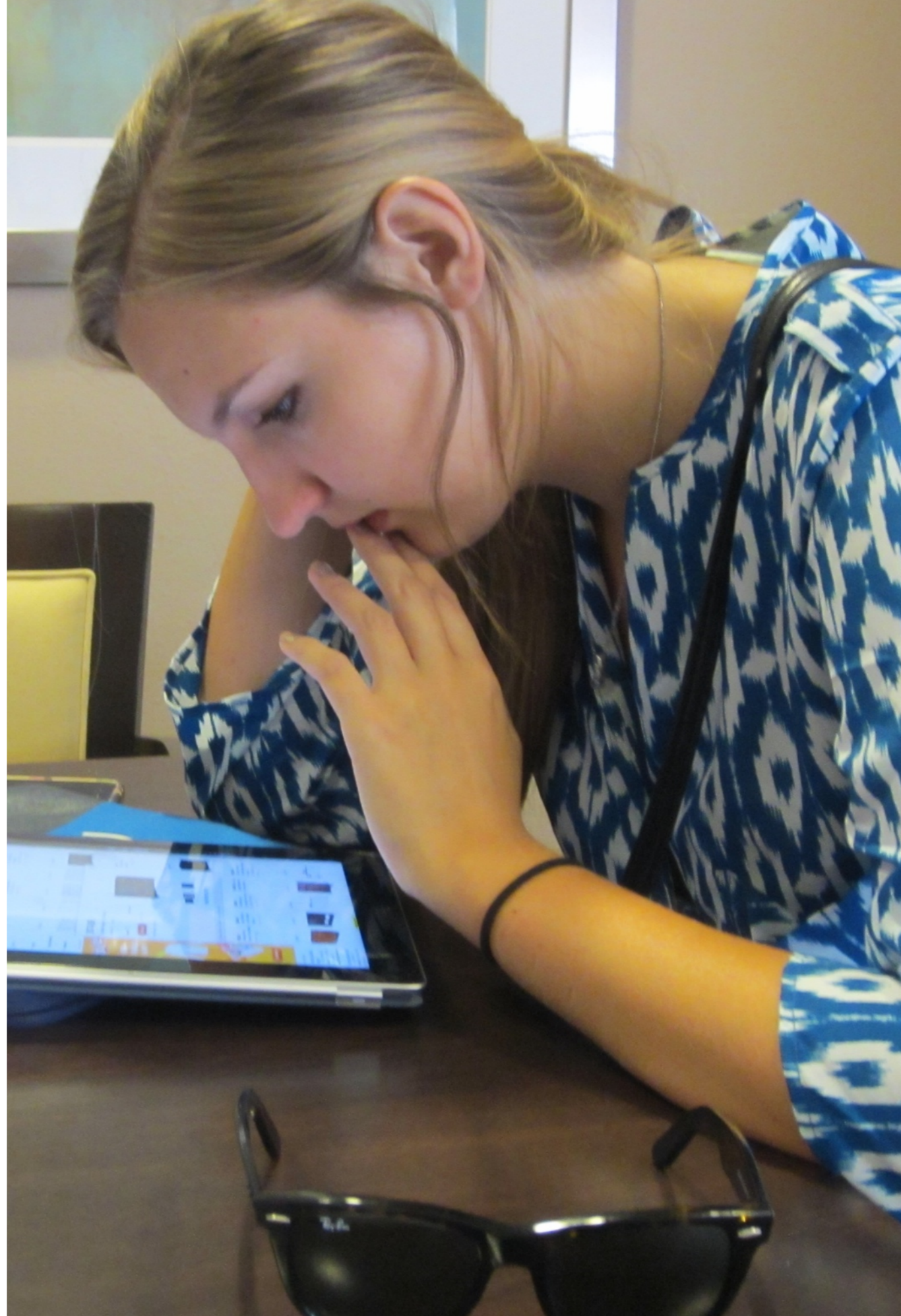
TABLET PAIN POINTS

Tablet frustrations:

- Charging takes too long
- It doesn't read that well in sunlight
- No Office software is available
- Typing is too difficult
- Her tablet relies on WiFi, limiting what she can do while on public transport or when out and about
- Taking pictures is unwieldy

According to Kimberly:

“The tablet is not quite as portable as a phone, and not quite fully functional like laptop. It needs to become more of one of these things.”



2

A DAY IN THE LIFE OF KIMBERLY FALK



9:00 am

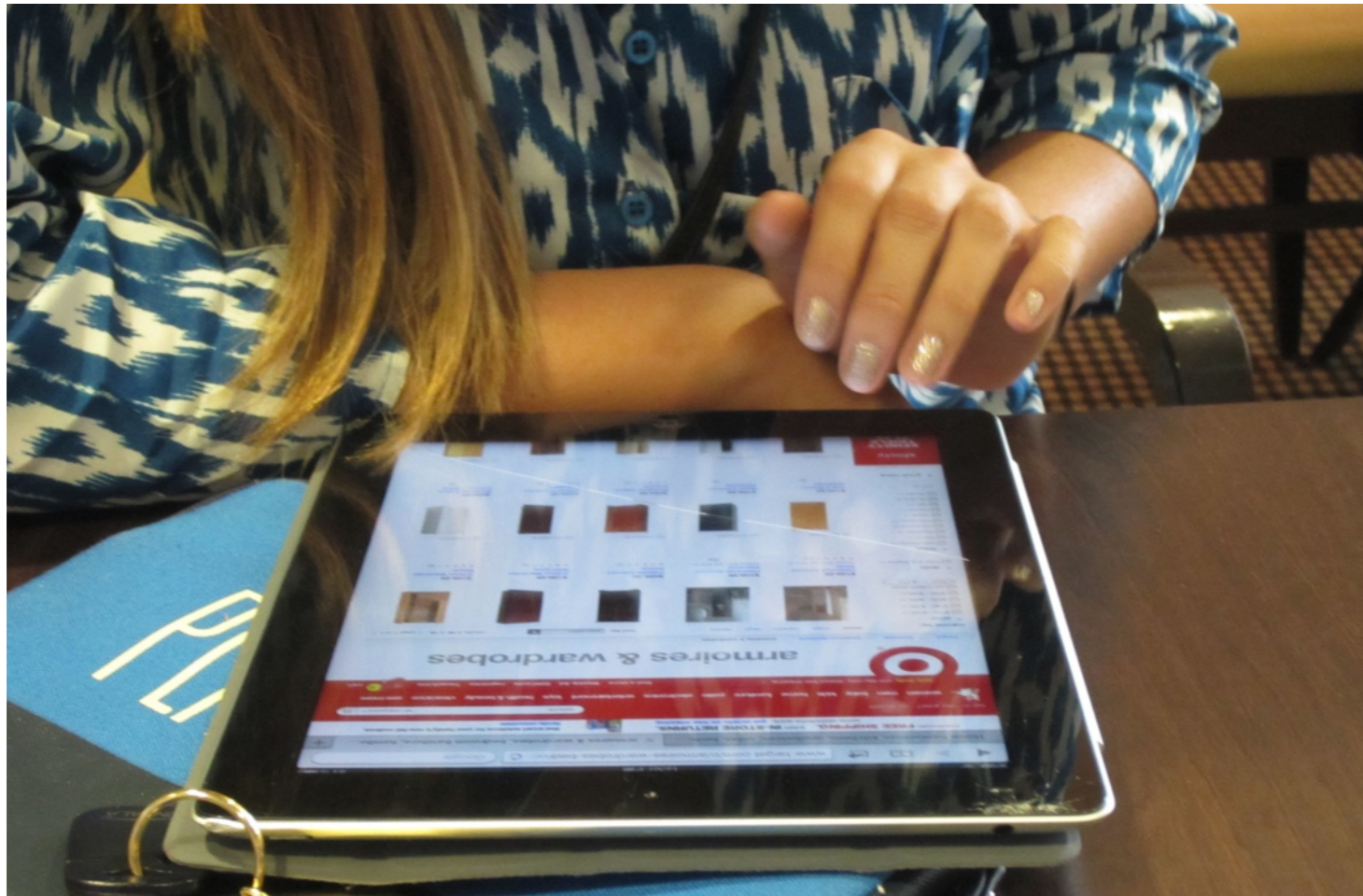


Kimberly wakes up to her phone alarm. She stays in bed for about 10 minutes while she replies to some texts she received during the night and looks through her Facebook feed.

9:20 am



She eats breakfast while using her tablet to browse the web and check Facebook. She gets interrupted by her phone buzzing with text messages that she immediately replies to as they come in.



10:00 am



She heads to the subway to go to class, carrying her phone in her hand, and listening to music with earbuds. She has her tablet in her bag.

10:12 am



On the subway she finds a seat and pulls out her tablet to play some games. She responds to a few texts on her phone as they come in.

10:40 am



She gets to campus, with some time to spare before her 11 am class. She's still listening to music as she walks to the campus coffeehouse.

10:50 am

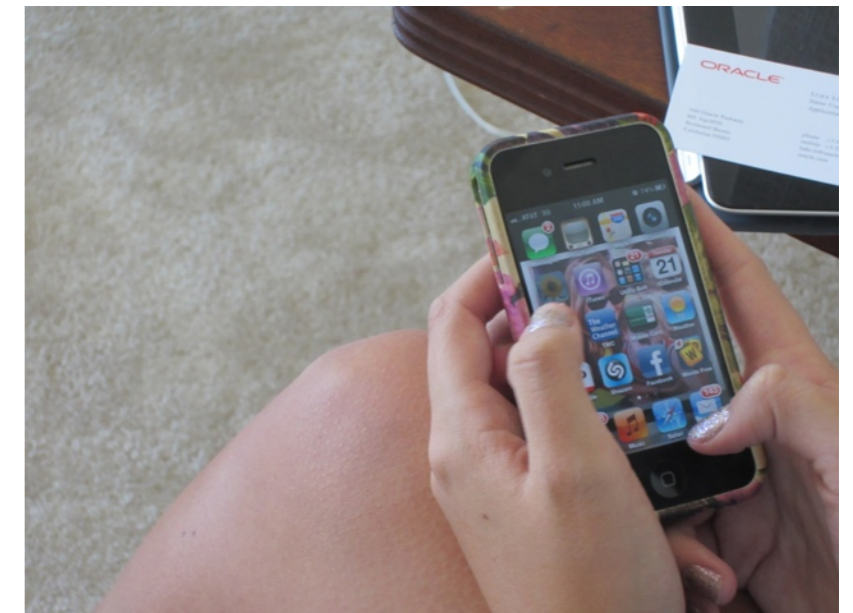


Kimberly gets a coffee at Starbucks and pays with her phone, and heads to class.

10:55 am



Once in the classroom, she quickly checks her school email account on her iPhone. Professors and TAs will send out announcements to the whole class via the Blackboard application. She sees an email that the due date for the current class project will be pushed back until next week.



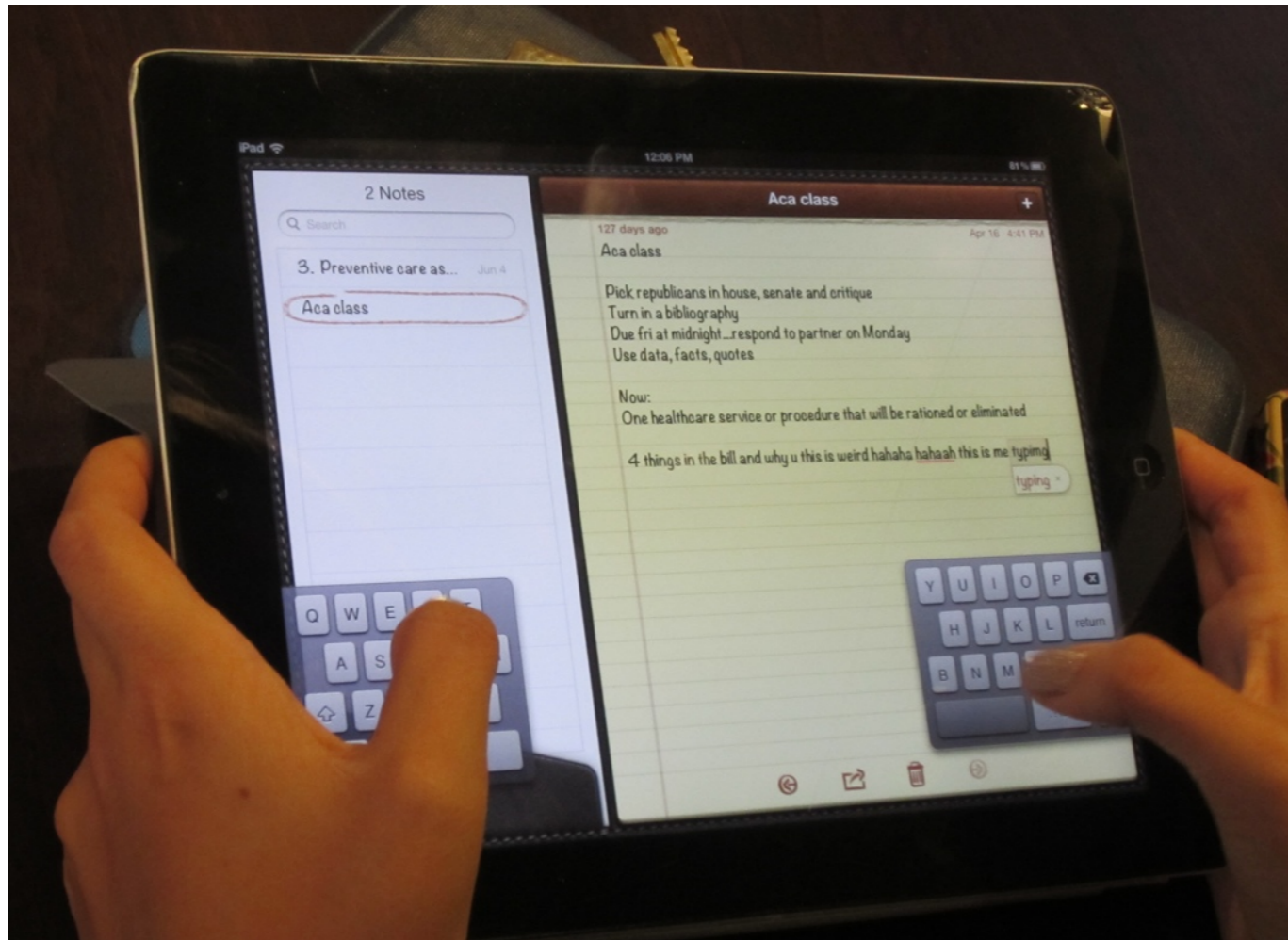
11:00 am In class, Kimberly pulls out her tablet to bring up the PowerPoint slides for today's lecture. She also starts a recording on the tablet so she can go back to listen to the lecture. Some classes at her school are recorded and podcasted, but this one isn't.

11:31 am She watches some videos on silent during class, while listening to the lecture at the same time.

12:25 pm Class is over, and she heads to a café where she can have lunch and study.

12:32 pm On her way there, Kimberly checks Groupon to see if there are any deals, but doesn't find anything.

12:50 pm While she's eating, she takes some calls about coordinating an event at her sorority. She doesn't use the earbuds for the call, just for music.



11:10 am Class is a bit boring, so using the school's Wi-Fi, she browses Facebook and Pinterest on her tablet, while sending a few texts on her phone.

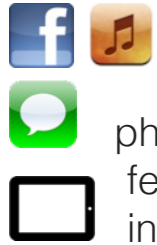


1 PM

1:06 pm She looks on Yelp to find a restaurant for a sorority event tomorrow, and posts the name and address to her sorority's Facebook page.



1:15 pm After lunch, Kimberly stays in the café to study for a test she has next week. While studying she keeps listening to music on her phone with her earbuds, and keeps a few chats going in Facebook on her tablet and by text on her phone.



2 PM

2:30 pm Kimberly has a 3 p.m. class, so she heads back to campus, holding the phone in her hand along the way.

2:38 pm A cute dog walks by, so Kimberly snaps a quick picture with her iPhone.

2:50 pm She gets to class and uploads the photo to Instagram.



3 PM

3:00 pm Class starts, and Kimberly records this class on her tablet like the last one she was in. There aren't slides for this class, so she takes notes with the tablet's notes app while she listens to the lecture. Her professor also makes everyone turn off their phone during lecture.

3:45 pm At a low point in the lecture, she would normally check her phone and send a couple of texts, but can't because her phone is off.



4 PM

4:30 pm Kimberly decides to stop by her sorority before heading back to her apartment.

4:45 pm She shows her sorority sisters some of her photos on her iPad, and post a few of them to their sorority's Facebook page. She wishes there was an easier way to share a batch of photos with multiple people than going through Facebook.

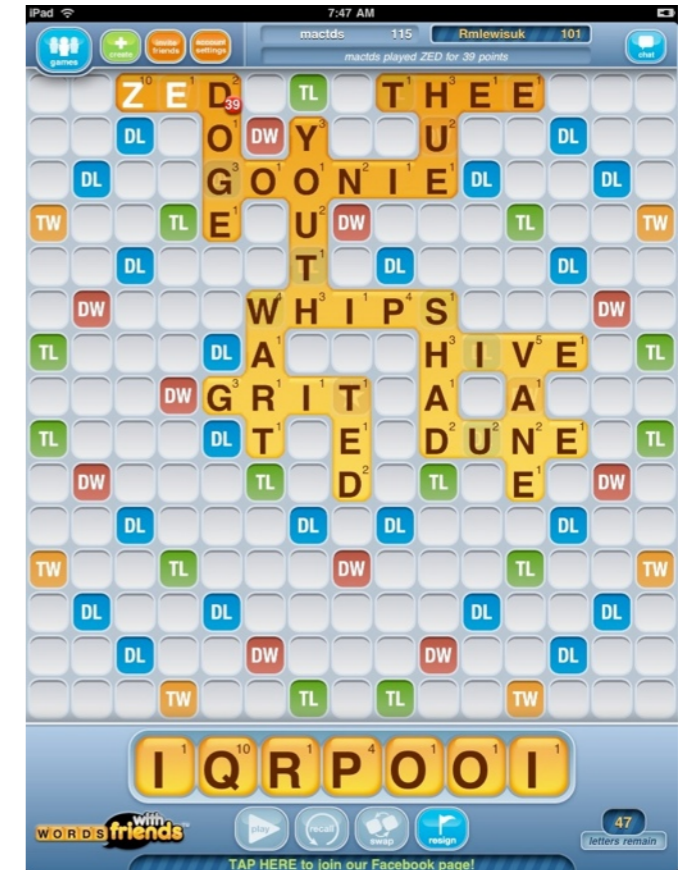


5 PM

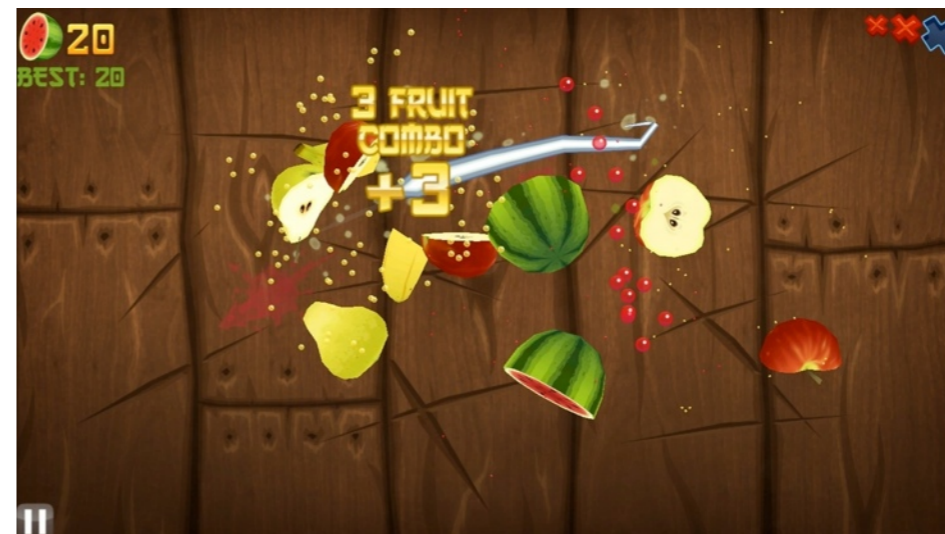
5:23 pm After chatting for a while with her friends, she decides to go home, so she heads to the subway, phone in hand.



5:47 pm On the subway, she keeps playing games on her phone. She does a few moves for Words with Friends, then plays Angry Birds.



5:40 pm While she waits for the subway, she pulls up Fruit Ninja and plays for a few minutes.



6:00 pm

Gets back to her apartment and plugs her iPod into a dock so she can listen to music. She pulls a cooking app on her iPad that gives recipes, as well as videos that show how to prepare the food. The downside of using the app is that she can't put on a TV show, which is what she usually does with her tablet while she cooks.



6:40 pm



While she eats, she pulls up a show she's been watching on Hulu+. A few texts come in on her phone and she replies to them while the show is still playing.

7:30 pm



Kimberly cleans up after dinner while the show is still playing, and then goes to the sofa and lies down with her iPad to finish watching her show.

7:50 pm

The iPad is running low on battery, so she plugs it in, but this means she needs to change how she's sitting. She forgets to charge it regularly because it doesn't need to be charged every day like the iPhone.



According to Kimberly:

“The iPad takes a really long time to charge compared to my phone.”

8 PM

8:30 pm

She goes to browse on the web, flipping back and forth between the browser and Facebook on the tablet, messaging with friends. She needs to get a few more pieces of furniture for her apartment, so she looks at the Ikea and Target websites.



8:35 pm

Kimberly gets frustrated with the Target web page because when she wants to find out price info, it takes her to a new window. The Ikea one keeps it on the same page, so it's an easier, more fluid experience. She bookmarks the Ikea dresser she wants using Pinterest.



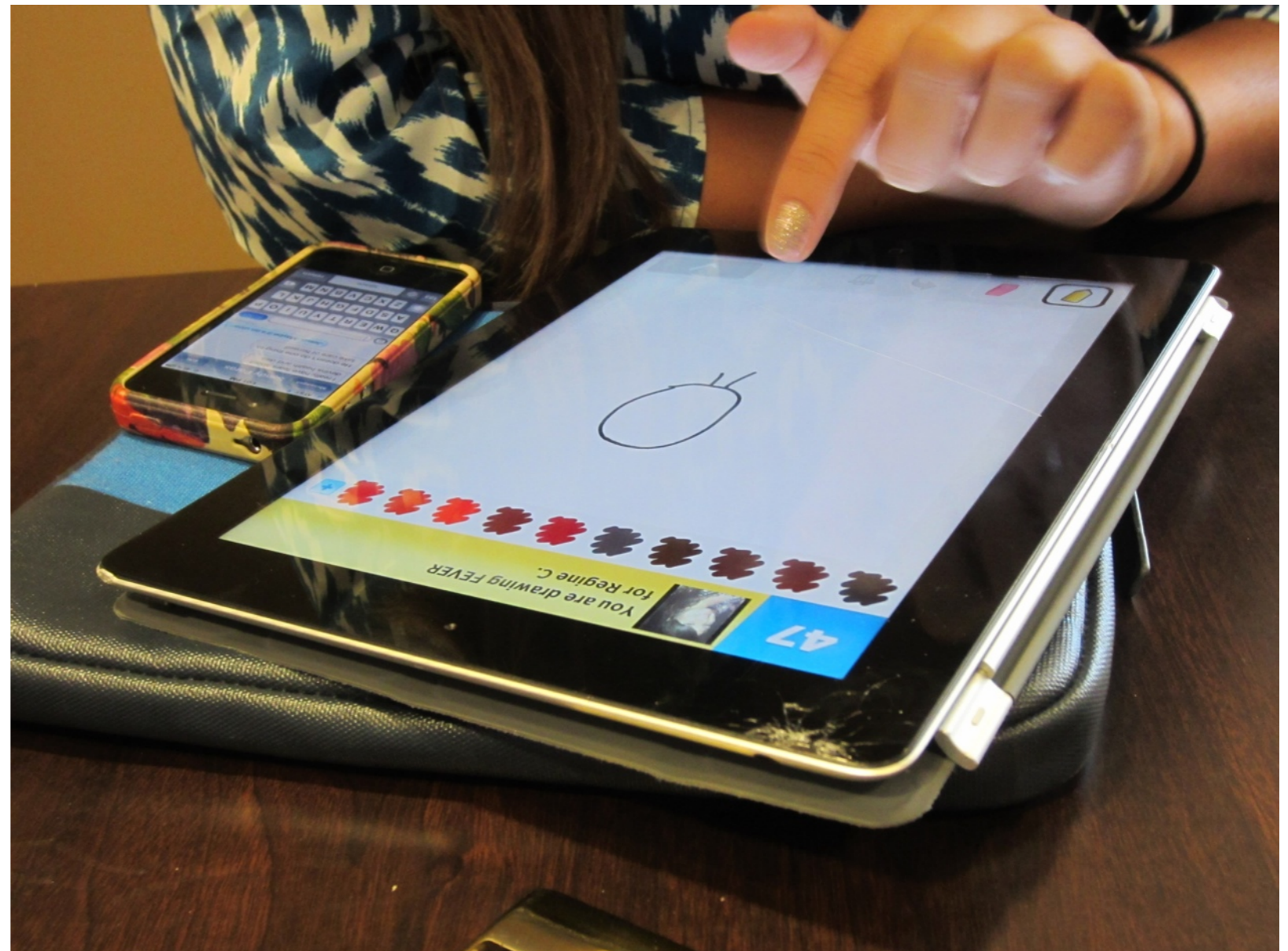
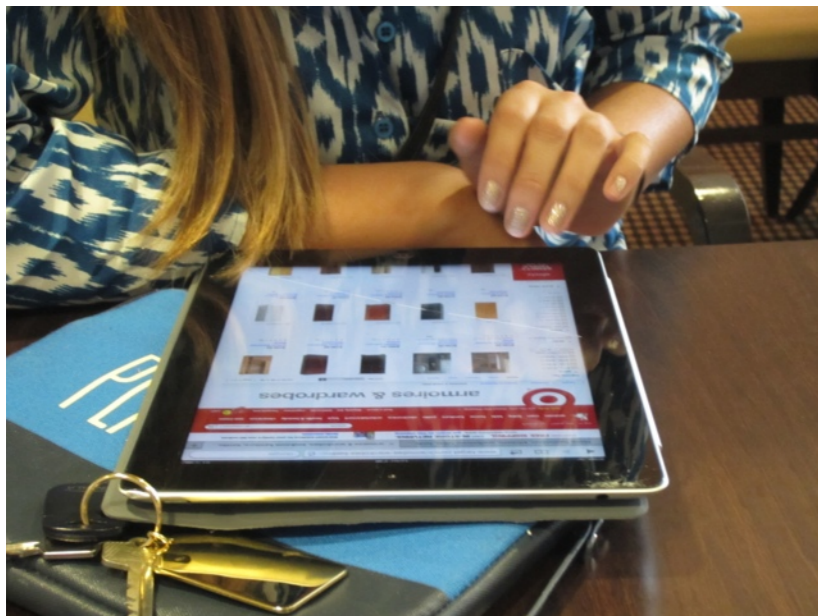
8:42 pm

She gets a notice from Draw Something and sees that she has a few drawings in the queue. She plays Draw Something for a while on her tablet, keeping her phone next to her, as well.



According to Kimberly:

“Facebook. Everyone has it, it’s easy to use and I can reach a lot of people.”



9:02 pm Her best friend calls using Facetime, she picks it up, and they talk.

9:30 pm She grabs her laptop to work on some home-

work, and sets up the tablet beside it, functionally serving as a second monitor. She pulls up the class website with the homework info on the tablet, and uses the laptop to type up the answers. She has Facebook open on her laptop, along with Spotify for music.

9:50 pm In the middle of her homework, she realizes this would be a good time to synch her devices, so she plugs her phone into her laptop. Because she forgets to do this, she may end up synching only 2 –3 times a month.

10:45 pm After she finishes the homework assignment, Kimberly gets ready for bed, and showers while her iPhone plays music through a dock with speakers.



11:15 pm She plugs in her iPhone near her bed to charge for the night, but turns on “Do Not Disturb” because she tends to have texts coming in at all hours. She climbs in bed and starts reading on her Kindle.



11:50 pm After a while of reading, she gets sleepy and turns out the light.



3

FUTURE ORACLE PRODUCT CONCEPTS

- Oracle products need to contain social networking functionality
 - such as community forums to ask work related questions
 - A place to collaborate on projects that span across workers in a group
- Multi-media such as pictures and videos is a way of life for this generation so applications need to include videos (product demonstrations for sales reps, manuals for field service technicians, etc.)
- Video conferencing is used for on-line courses and with family and friends on a regular basis, therefore this generation will expect video conferencing capabilities with co-workers
- This generation has a short attention span and are constantly multi-tasking with mobile technology. Applications will need to provide quick tasks that can easily be returned to after being interrupted.
- This generation owns smartphones with voice technology, there will be an expectation that it is a standard in their work applications

Document created by:

Ben Bendig

Contributors:

Michele Snyder, Lynn Rampoldi-Hnilo, and Brent White

Data Sources:

Persona based on observations made during research in India, Singapore, Sweden, China, and the USA