



**Name:** Artist Anastasia  
**Job:** Bartender  
**Location:** New York, NY  
**Age:** 25  
**Budget:** Low (\$5 or less per app)  
**Frequency of Use:** High

**Bio:**

Anastasia makes art in her Brooklyn studio during the day, and bartends in Manhattan at night. She frequently carries a sketchbook, but would like an inexpensive sketching app to jot down ideas when her sketchbook isn't handy, such as slow nights at the bar. Quick and easy to use is the priority, although she wouldn't mind being able to share with her artist friends, receive feedback, and even collaborate.

**Character Traits:** Creative, Energetic, Social, Determined

**Habits:** Anastasia is a night owl inspired by city nightlife. Some of her best ideas come when she isn't near her sketchbook, or it's too dark to use it (like in the dimly lit bar where she works.)

**Goals:**

- Find an affordable sketch app
- Jot ideas down quickly and easily
- Experiment with thick and thin lines
- Organize sketches by theme or project
- Share sketches with friends