



Name: Traveler Traci
Job: Marketing Director
Location: Oak Park, IL
Age: 44
Budget: Medium (\$10 or less per app)
Frequency of Use: Occasional

Bio:

Traci works for a world-renowned advertising agency with offices on three continents. She takes ten or more business trips per year, and prioritizes traveling light. Having a reliable sketching app on her phone means fewer items to pack—provided that sketching app is dependable, and that she can easily organize her sketches and revisit them later. Traci isn't a fine artist, but some of her best ideas come while doodling on long flights or in between meetings.

Character Traits: Busy, Motivated, Innovative, Organized

Habits: Frequent travel means that Traci has a lot of downtime in airport lounges or aboard flights. Having a reliable place to brainstorm without packing an extra notebook would be a big win.

Goals:

- Brainstorm quickly and easily
- Organize sketches by theme or project
- Communicate ideas clearly
- Utilize downtime efficiently