

Pnutek

A smartphone application that enables students to scan their academic notes and convert them into a mnemonic through music.

Mock User

Name: Phoebe

Age: 21

Profession: Student

Other key characteristics:

Sophomore at the University of Michigan pursuing medical-school to eventually become a surgeon.

Phoebe's Situation:

Phoebe has two exams coming on the same day. She has to adequately prepare for both exams with the time available. Phoebe now has to organize her time accordingly so she can achieve exceptional grades to keep her GPA up.

Awareness

While walking to class one day, Phoebe sees an informational poster about 'Pnutek' . It was easy for her to download with the app being free as well as the convenient 'QR code' printed.



Intention to use Pnutek

Phoebe just checked her schedule and realized that she has two exams on one day. She also has just come to the understanding that she is extremely busy with work throughout the week. She is either at work or in class everyday until 10pm.

Monday	Tuesday	Wednesday	Thursday
1	2	3	4
5	6	7	8
9	10	11	12
13	14	15	16
17	18	19	20
21	22	23	24
25	26	27	28
29	30	31	

A yellow sticky note with the word "Help" written in red cursive is attached to the calendar grid, partially covering the dates 10, 11, 16, and 17.

Added value from Pnutek

Phoebe just does NOT have the time to sit down and read her book and has to use every second of her week to study. Her time is spent with bus rides back and forth to work and the time she spends walking to and sitting in other classes.



What 'Pnutek' does for Phoebe?

In-order to alleviate the monotony of studying Phoebe uses 'Pnutek' to take a picture of her notes and combines her favorite song from Pnutek's library to actively learn through the song.





How Pnutek helps Phoebe

Phoebe can listen to her musical form now during bus rides and walks to class, apart from just the time she has remaining after her day ends. Maximizing her potential to understand and do well in her class.

Result of Using Pnutek

Phoebe has now taken her exams and done really well on both exams. She said using songs that she already knew and associate her notes with these songs are really helpful.

