

# Joel Engelbart

29 years old, developer, loves usability.

He is a **typical geek**, on the look for innovative hardware and software. Has a college degree, works as a developer by Google. Lives in Zürich, Switzerland, has a house full of electric stuff. Loves sailing with his kids.

**Would like to have a screen just for emails with excellent usability. Would try the product, but only invest two minutes at first. Considers his time precious, usually will not wait more than three seconds without feedback.**



# Sarah Greene

17 years old, **student, admires cute and colourful things**. Her heroin is Sarah Connor, loves to play all kinds of games. Has only basic understanding of computers, but uses facebook, youtube and skype a lot. Would like to be a biologist. Lives in Amsterdam. Has a cat called Mellow.

**Wants a cute, movie-like and customizable experience while reading email or doing anything digital. Eats and drinks Facebook, shares stuff many times a day.**



# Gisela Jensen

41 years old, **leads a farm** with her husband, mother of three in a small farm in Oregon. Has just the minimal computer experience, but needs to use it more and more to read news, buy tools and fill the taxes. She is good in algebra, but is not really a friend of computers. She once spotted a \$190 false posting on her card and since then she is hesitant about sharing financials and private data. Has two dogs and a small forest that she utterly loves.



**Just wants a system that is stable and doesn't need updates each week. Likes the digital article in her Women's magazine and tries those sites.**



# Aaron Straubel

38 years old, **multimillionaire advisor**, enjoys life, loves great user experiences. Lives in Los Angeles. Made millions by the first dotcom bubble, invested well and now lives for his passions. Has some little app design experience, but is mainly a user and organizer. Started three small companies, two of them became a great success. Started college, but didn't finish it. Enjoys his life, has good connections, works as advisor mainly.

**Looks for investment targets that creates products that he himself can use and show to his friends. Obsessed by being "Number One". Has four 30 inch screens in his corridor, where he wants to run something jaw-dropping.**

# Purpose / Functions

## Purpose

We deliver a revolutionary movie-like experience to sort and handle your messages.



## Functions

- Login
- Zooming navigation
- Read and write emails

## Problem

We are overwhelmed by tons of emails we get each week. Often it is a chore to handle them.



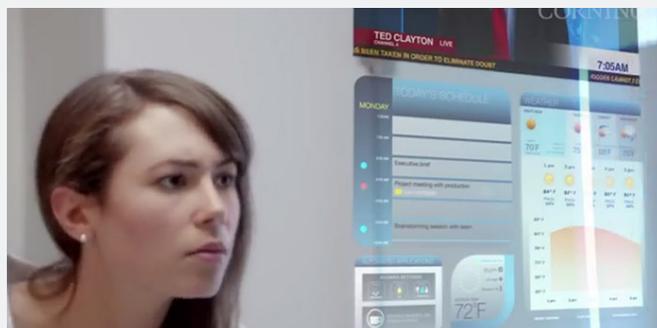
## Magic

We use our ux skills and the Unity 3D engine to deliver to the web, to Android and to iOS.



## Solution

A usable and enjoyable new way to handle emails.



## Contact

Zsolt Balai  
zbalai@zbalai.com

