



# Luke Shaw

## 🌟 Demographics

🚀 **Age:** 35 years old

🚀 **Hometown:** Toronto, Canada

🚀 **Occupation:** Project Management

“ I like it when I can find my bookmarks on the Bookmarks Bar as I want my saved items to be easily accessible, otherwise it defeats the purpose of Bookmarks ”

## Brief story

Luke works in a project management space and enjoys working in collaborative environment. Luke has been working on multiple projects and therefore is always looking at different sorts of documents on a daily basis. He is full of curiosity and enjoys reading different types of articles online. Luke is also in the process of remodeling his house and so spends most of his time after work searching for design inspiration online.

## Behaviour

Usually saves his frequently used links or websites as bookmark using the Star icon. Due to his busy schedule he refers to his Bookmarks bar to easily access his saved items. He doesn't use folders to organize his bookmarks.

## 📌 Goals

- 👍 To be able to prioritize and sort bookmarks
- 👍 To see the last bookmarked item first
- 👍 Bookmarks should be easily available and accessible
- 👍 To be able to customize the way I see my Bookmarks

## 😡 Frustrations

- 👎 Using the Bookmark Manager is Inconvenient
- 👎 It is a pain when my most frequently visited sites are at the bottom of the list
- 👎 I can't add bookmarks straight to the Bookmarks Bar
- 👎 I am limited to see how many bookmarks I can see on the Bookmarks Bar