

# Sarah Miller (by Tsbih Salman)

age: 34

residence: Columbia , SC

education: PhD in Business

occupation: CEO of company

marital status: Married, mom of 2 boys



*"Work smart, not hard"*

Sarah is a self-made businesswoman in her mid-30s who understands the importance of time. She is the CEO of a company, a wife, and a mother of two kids. She gets up early in the morning to prepare her kids, grab a cup of coffee, and go to work everyday.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Sarah is a busy woman with two kids. She needs something to help her get to work on time.

## Needs

- Sarah need something that helps avoid traffic so she can get to work on time.

## Values

- High quality app
- have her regular places that she visits saved on that app

## Wants

- To be able to use maps that get her to her destination on time

## Fears

- Sarah fears that she will miss a meeting,
- she also has to take her kids to school which takes time