

Eliza Morales



Background

Eliza has been working at her firm for 5 years and she maintains a rigorous work routine, often staying late at the office to stay current with the Asian stock market. She is known for meticulously organizing her workspace and adhering to a structured daily schedule. Despite the demanding nature of her job, Eliza remains a reliable team player.

Key Attributes

Age: 27
Location: Toronto
Occupation: Banking
Status: Single

Ambitious

Reliable

Resilient

Detail-oriented

Frustrations

Eliza's extended work hours impact her physical and mental well-being negatively. On top of that, Toronto's lack of green spaces intensifies stress. Even worse, financial constraints prevent her from indulging in trips to national parks.

Goals

- Wants to establish a healthier lifestyle by allocating more time for self-care, relaxation, and activities outside of work
- Needs to pay off her mortgage and student loan to alleviate financial constraints

