

# Karen Thompson - Alex Rishmawi

age: 32

residence: Des Moines, Iowa

education: B.F.A Art Education

occupation: High School Art Teacher

marital status: Married/ Two kids



*"I haven't been everywhere, but it's on my list."*

Karen spends most of her time caught up with her work and taking care of her two adolescent kids. During the summertime, she enjoys going on vacation with her family, and in general enjoys socializing and meeting new people. She spends her free time scrolling through social media.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

She feels accomplished when she can reward her children for their hard work, and likes to spoil herself with nice vacations every year.

## Needs

- Emotional support
- Diverse work experiences
- Social Interaction

## Values

- Relationships
- Family

## Wants

- Relaxation
- Meeting new people
- Traveling
- Vacation Time

## Fears

- Inability to spend time with family
- Having a bad vacation experience
- Missing out on spending time with her family