

# Sam Hamilton

age: 46

residence: Columbia, SC

education: Masters

occupation: HouseWife

marital status: Married with 6 kids



*"I can't keep up with all of my kids work"*

She wakes up at 4 to get her self ready and then she wakes the kids up at 5 to get them ready for school. She then makes the kids breakfast and then sends them off to class. At 3pm she picks the kids and then

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

She need to make sure her kids are good with their work and also mental and physical.

## Needs

- a better way to manage her kids work
- more to for herself

## Values

- Good time management
- good under pressure

## Wants

- For her kids to succeed in life
- a happy family
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## Fears

- Her family falling apart
- her kids dying
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