

### Karen - Home Maker



### Behaviours

- Frequently feels overwhelmed when she forgets something
- Volunteers for everything
- Once she starts, she never stops until she finishes her work
- Asks to see the 'Manager' if she isn't satisfied with any service

### Facts & Demographics

- 40 years old
- Married, has three children
- Lives in a Californian suburb
- Stay at home mum
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- Has an iPad and iPhone 8
- Loves to go shopping

### Needs & Goals

- Need to spend some time with friends
- Doesn't really feel like she has everything together
- Wants to stay more organised
- Wants to do yoga or meditate once in a while