



**Kate Bryan**  
by Joy Jaroscak

<b>Age</b>	39
<b>Location</b>	Charleston, SC
<b>Education</b>	BA in Marketing
<b>Occupation</b>	Stay at Home Mom

#### Bio

Kate is a stay at home mom of 3 kids. She is always very busy taking care the kids and her husband works at corporate job that takes up most of his time. The family has a chore schedule to collectively keep the house clean, however, Kate is often left to do most of it on her own. While she loves spending time with her family, she also enjoys reading, painting, and going out with her friends when she can.

*"Being a mom has made me so tired. And so happy."*

#### Goals

Kate needs a way to organize the family chores schedule and to motivate her kids and husband to help out.

#### Frustration

Frustrated with her husband due to his busy work schedule;  
It is hard to handle 3 kids and do all household chore by herself

#### Personal Traits

Passion



Motivation



Introvert



#### Values

Clean home;  
Wants her husband and kids to help out more;  
Organized chore system

#### Aspirations

To be able to enjoy some of her own hobbies and have a personal life while also having an enjoyable family life.

#### Social Channel

Facebook, Twitter, Instagram