

# Persona 1 - Karin Meier

- 33
- mother of two sons
- part-time housewife, part-time worker
- lives with her husband and their sons in a small town near Zurich

“My two baby sons took up so much of our time and attention.”

She was a practical, and efficient woman with a strong sense of Swiss values. However, since the birth of her twin sons, their home doesn't work like it used to: their sons took a lot of their time and attention which made them partially neglect other household tasks. Their go-with-the-flow lifestyle of tackling the household doesn't work as it used to. Now there are always tasks that needed to be done yesterday.



- she needs a new way to plan and schedule tasks between her and her husband

Because they're both working part-time, all the responsibilities from the babies to the house, even their work, is shared. This however means that they both are often occupied with the same tasks just to see that their significant other already completed it. Her co-worker already went through the same thing a couple years ago and recommended her to use any application on the phone to help reduce their mental load.