

Personas

Lisa



Profile

Lisa, a 40-year-old stay-at-home mom who is feeling overwhelmed and exhausted. She is struggling to keep up with the demands of taking care of her children and household, and she often feels like she is failing as a mother. She wants to find a way to manage her stress and feelings of inadequacy.

Name: Lisa

Age: 40

Location: New-York, NY

Job: Unemployed

Salary: N/A

Family: Married, two kids

Interests

- Reading romantic novels
- Going for beach holidays
- Loves animals
- Watching series

Frustration

- Her husband going for a long business trip
- Having troubles with her kids

Goals

- Taking dog from shelter
- Helping kids with college