

Libby Fowler

age: 37

residence: Coventry

education: BEng Civil Engineering

occupation: Civil engineering technician

marital status: Single mom with 2 kids



"It's always been me and my 2 girls against the world"

Home life is hectic for Libby as she is the sole breadwinner and responsible for all household matters. Due to her high-position technical job, she leaves for work early and arrives home late - putting her trust in her twin daughters, of age 13, to stay safe. Her family owns one car, however, she uses the train to reach her workplace.

Comfort With Technology

INTERNET



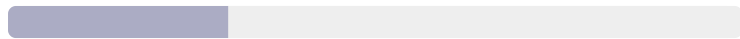
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Libby is a driven worker and mother and values education highly. She wants to set an example to her children as a hard-working qualified woman, and believes one should not be just smart in school but also in the streets. Because of her busy work life, she has minimal time to spend teaching and safeguarding her kids.

Needs

- her & her children's safety
- an app that is easy-to-use, accessible & informative to kids (disregarding her own technical experience)

Values

- high level planning
- independency
- flexibility
- efficiency and speed

How they would use our site

- to connect with other like-minded parents to safeguard her & others' families
- to inform her children of certain dangers and how to deal with them

Fears

- travelling after it gets dark - more vulnerability as a woman
- not being able to attend to her children in an emergency
- lack of police vigilance in her area

