

ANGIE LENBURG

THE WORKING MOTHER



“It’s not easy to being mother, if it were easy, fathers would do it“

Angie is a busy working mother. For her, life is already so full. Between her family, current responsibilities, and her own her goals, there is just a lot things going on. By the time she gets to work, she is already exhausted by sending her kids to school. Although her morning is busy, she loves her job. She loves cooking, watch a movie with her kids, and going out on weekend only if she still has energy.

Demographics

Age: 35
Occupation: Marketing manager
Status: Married
Family: Husband and two kids
Income: \$58,000

Goals

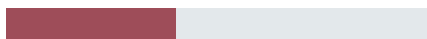
- Reduce living costs without sacrificing quality.
- Get involved community
- Try new things

Thchnology

IT & Internet



Softwear



Mobile Apps



Social Network



Personality

Extrovert

Introvert



Sensing

Intuition



Thinking

Feeling



Judging

Perceiving

