



Stacey

“
Nothing is
the same
from week to
week.
”

DEMOGRAPHICS

Age 28

Works For N/A

Job Role Stay at home mother

Education MS in Economics

Family Status Married

ENVIRONMENT AND MOTIVATIONS

After graduate school, Stacey worked for a large architecture firm in New York. She is a mother of two children, one 3 and a half year old boy, Aidan, and 6 month old girl, Anka. Her husband travels frequently for work as a consultant in data science.

She enjoys yoga, reading fiction and non-fiction, and is an avid movie buff. She wants to publish a collection of short stories

Key Motivations:

- Seeking some balance and intellectual stimulation

RANKINGS



BEHAVIORS

HABITS TO BUILD

- Yoga
- Writing Practice

CHALLENGES

- Not in control of morning schedule - too dynamic in nature. Her children's habits change week to week.
- Sleep is erratic with breastfeeding and other mid-night care of particularly the newborn.