

Rachel Fox by Anna Ritter

age: 32

residence: Dallas, Texas

education: High School Diploma

occupation: Hairdresser and Waitress

marital status: Single, 3 kids



"I got knocked up in highschool and couldn't go to college"

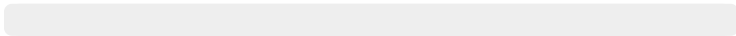
I spend my day getting my kids to school, managing two jobs, and trying to spend as little as possible with such a small budget.

Comfort With Technology

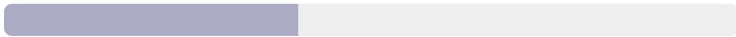
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Money
- Baby Sitter
- Therapy

Values

- her kid's happiness
- hard workers

Criteria For Success:

providing a safe home for her and her children, working hard at both jobs while being there for her kids, having food on the table each night

Wants

- Financial Stability
- Husband
- College Degree

Fears

- her kids repeating her mistakes
- losing her jobs
- judgement