



Sara Sterling

Friendly real estate agent



Instead of focusing
on frivolous things
I'll find happiness
being an anchor for
my loved ones.

ACTIVITIES

Sara is 30 years old and lives in a big city. She is busy all day due to her work so she believes organization is crucial. After taking her children to the school her main goal is to be as productive as possible at work. Sticking to her schedule is important to accomplish her duties as a working woman and as a mother.

GOALS AND DESIRES

Sara would like to have an accessible way to monitor her children schoolwork and to stay in touch with the teachers hoping that the academic performance of her children will not drop.

DIGITAL TOOLS

[Which is or are the reference digital platform?]



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NEEDS

- Sara needs to use an user-friendly application
- Sara would like to access the Digital Student Record application from her smartphone

OBSTACLES AND FRUSTRATIONS

- Unfamiliarity with any device rather than her smartphone
- Difficulties in learning digital systems