



Sara Sterling

Busy real estate agent



Focusing on taking care of my children is more important than my job.

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



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NEEDS

- Sara needs to use an user-friendly application
- Sara would like to be sure to receive all the communication so that she does not miss any parent-teacher meetings
- Sara needs to be able to retrieve all the school material

OBSTACLES AND FRUSTRATIONS

- Unfamiliarity with any device rather than her smartphone
- Difficulties in learning digital systems
- Worries when the system is not working properly