

Jassinda Izzeke

"The staff is so friendly here, Micha is always really happy to see everyone."



A day in the Life

Jassinda works at a mid-size marketing company. She works long hours but does much of her work remotely. She often feels guilty for dropping of Micha when she's "at home anyway" but knows she can't get work done while he's there.

Her husband Edwin is really supportive of her career but travels frequently for his business.

About

Age: 32

Gender: Male

Family: Husband. 1 son (Micha 18months)

Income: Upper-middle-class

Education: BA

Tech Readiness

Computer Type:

- iPad, Laptop

Computer Usage:

- Email
- Office Suite
- Email
- Email

Profile

Geographic:

Works from home most of the time

Moved to the area 3 years ago

Husband works for Enterprise IT company

Psychographic profile:

Busy, young new mom

Trying to balance being a mother with marketing career goals

Has parents in the area that often pick up Micha

User Type:

Comfortable

Customer behavior toward product:

Needs "something faster"

Customer behavior toward client:

Guilt for dropping her child off while wearing sweatpants and working from home.