

Facebook Mom Cathy

age: 46

residence: NY

education: Doctor of Psychology

occupation: Psychologist

marital status: Married with 3 kids



of all the paths you take in life make sure a few of them are sandy

Cathy spends her week days at work, then spends time with her kids when she gets off. Cathy has a screentime of 8 hours a week on Facebook

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Getting interactions on her Facebook account

Wants

- To be able to see pictures from her friends and family

Needs

- Highly organized database of vacation photos
- The ability to filter to see certain peoples vacation photos

Values

- Time with Family
- Vacations

