

Catherine

Busy businesswoman

DIGITAL TOOLS



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ACTIVITIES

Catherine is a middle-aged woman who works in a multinational company. Being one of the leaders of her company, she spends most of her time on a plane due to the many meetings all over Europe. She often misses her two children, James and Brian, and she always keeps a picture of them in her wallet. When she is at home, she likes to surprise them by picking up them from school and spending time with them, by playing with them in a park or by having an ice cream together.

GOALS AND DESIRES

Being often far from home, Catherine would like to monitor constantly the school performance of her two children and be able to schedule parent meetings with teachers according to her and her husband's appointments

NEEDS

- Catherine needs an easy and fast way to check the school performance of her children and check that they don't skip school lessons behind her back
- Catherine would like to be able to book certain slots in accordance with her work commitments in order to be able to talk to teachers

OBSTACLES AND FRUSTRATIONS

- Difficulties in following and managing official communications and school events on the WhatsApp chat with other mums
- By traveling a lot, she can't go to school very often in person to talk directly to teachers

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Strength, determination, proactivity. These are the basic principles that lead a person to success. Oh, and of course don't forget your children. They are the basis of everything.