

# Blame Eve Personas



## Sydney, 31, single, \$50k income

- Works as an art teacher in an elementary school
- Likes to travel during the summers
- Has limited breaks while at work
- Has terrible PMS
- Likes to schedule summer travel around menstrual cycle to increase enjoyment and reduce stress and extra luggage due to period products
- Will track period, mood, and symptoms in order to plan summer vacations.



## Daya, 12, 7th grade student

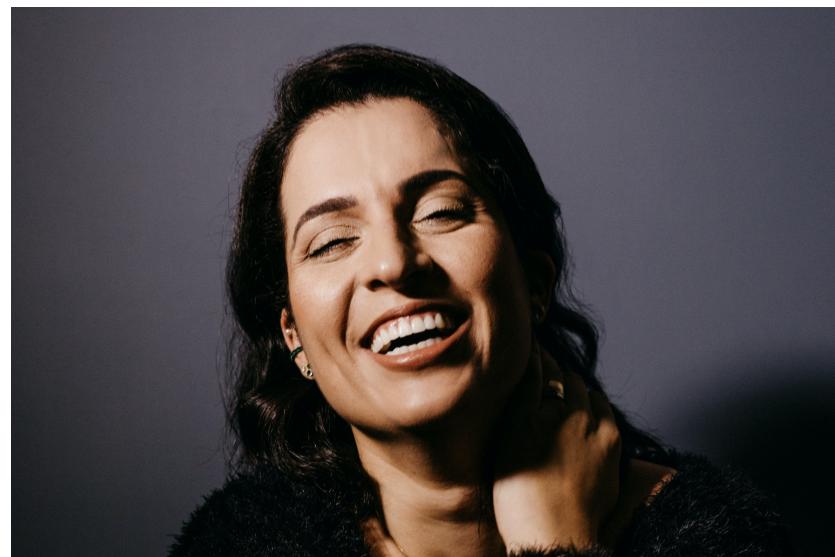
- Star student in her class
- Likes to play volleyball and is apart of a Sattriya dance troupe
- Just started her period
- Afraid to ask parents about periods
- Will use app to track periods, predict future periods, and ask questions about menstruation in the public forum

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## Tyson, 28, single \$75k income

- UX Designer for a tech startup
- Trans support group community leader
- Takes small doses of testosterone that reduces period frequency
- Will track period to keep documentation of irregularity to share with doctor



## Marisol, 47, married, 90k income

- Clinical Social worker and therapist
- Mother of two kids (three if you count her husband)
- High earner in the household
- Busy schedule with clients and attending her kids after school programs and events
- Currently experiencing less frequent periods
- Not on birth control, but not planning for more kids, husband has not gotten vasectomy
- Will use application to track period, predict ovulation period, and avoid any conception slip ups.