

# Persona Empathy Map

## PERSONA

**Jolene Gotnoman**

### Background

- Single Mother with two little Children
- Works part time as cleaner

### Demographics

- Skews Female
- Age 30-35
- Income: \$25.000
- Small Town (2 Room Apartment)

### Indentifiers

- Very few to no free time
- A lot of household chores
- Very stressed
- Would like to spend more time with her beloved children

## SAYS

There's no enough time in the day

Clean your room!

I have no time for myself

I want to spend more time with my kids

I hate grocery shopping

I'm sorry I forgot to buy your favorite food again

"Please remember packing your lunch"

## THINKS

I'm afraid that I'm a bad mother

I need help

How am i supposed to do all this

When will i have a free day again?

I forgot to buy food again

## DOES

spends her freetime cleaning/ shopping

Yells at her kids because she is stressed

has no time for her friends

works a part time job

Takes care of her kids

all household chores (cleaning, cooking, shopping,...)

## FEELS

Overwhelmed

Exhausted

tired

stressed

helpless

lonely

relieved when children are in bed

desperate

Proud of her children



**Jolene**

## GAINS

Work and take care of the household

More time for children and herself

Memory relief

More relaxed

## PAINS

Not having enough time to "do it all"

Not much money

Difficulty to keep everything in mind

Too many chores to do by herself