Persona Empathy Map

PERSONA

Jolene Gotnoman

Background

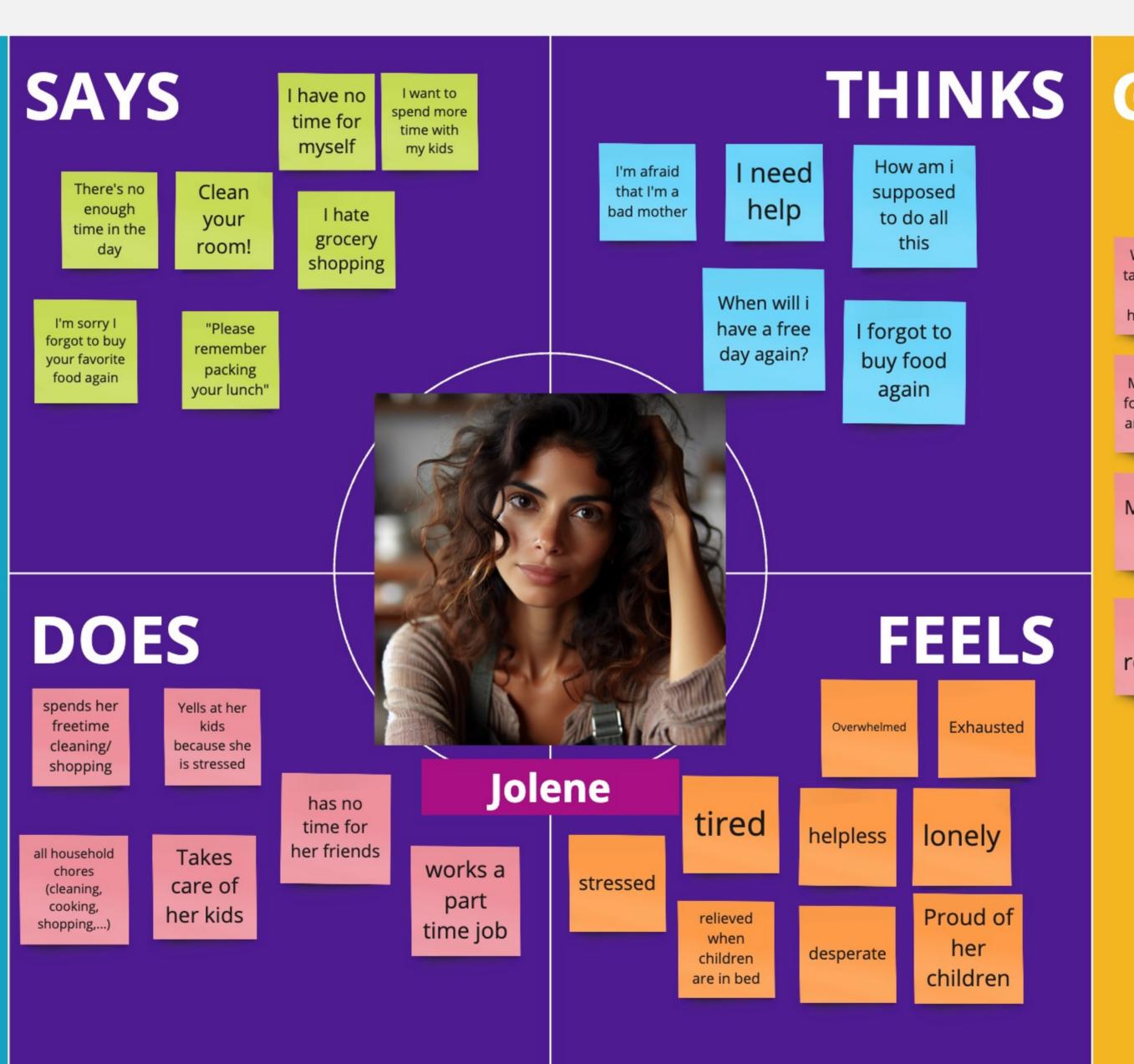
- Single Mother with two little Children
- Works part time as cleaner

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



GAINS PAINS

Work and take care of the household

More time for children and herself

Memory relief

More relaxed

Not having enough time to "do it all"

Not much money

Difficulty to keep everything in mind

Too many chores to do by herself