



# Brenda Brown

## ABOUT

Brenda is a single mother of two children. She lives in a house in Houston and juggles between her work and private life. She has to keep track of not only her duties but also the needs of her children and finds this to be overwhelming at times. She loves spending quality time and supports her children in all their endeavors.

## GOALS

- She wants to pick up track in order to support her child and have some important child-parent moments.
- She wants to keep track of the amount of time she spends with her children since her children have indicated that she does not reserve enough time for them.
- She wants to quickly share her schedule so that friends can easily schedule time with her

## NEEDS

- Tools to keep track of her children's activities, ensuring she doesn't miss any important events.
- Prioritize self-care to avoid burnout and maintain a healthy balance between her personal and professional life.
- A system or tool to help her manage her time more efficiently, balancing work and personal commitments effectively.

## RELEVANT SITUATION

Brenda receives an unexpected work commitment that clashes with her plans for a family get together. On top of that, one of Brenda's children has a major school project due, and Brenda struggles to find time to help and support them, realizing the need for better time management and involvement in their academic lives.

**AGE** 37  
**JOB TITLE** Highschool teacher  
**STATUS** Single  
**LOCATION** Houston

PASSIONATE

EMPATHETIC

CURIOUS

ADVENTUROUS