

SAYS

- “I love my daughter! I always take pictures of her because she is so cute.”
- “I want to be able to see the memories I miss when I’m at work.”
- “I wish I could consistently update my parents on how the family is doing because they live so far away.”

THINKS

- “I’m always tired when I come home from work, and never have any time to work on a family album.”
- “I wish I could scrapbook but my craft skills are horrible. It would be nice if my husband could help me out, but he’s not too crafty either.”
- “My parents always text me to send photos of their granddaughter.”

Samra

DOES

- Spends too much time sifting through her camera roll filled with hundreds of photos and videos to send to her parents
- Always talks about stories about her daughter with friends and family
- Buys a bunch of craft supplies and prints as many photos as she can, only to have a half-finished photo album laying in her shelf never to be touched again

FEELS

- Excited: She gets to look back on pictures of her daughter that makes her feel proud and nostalgic
- Worried: She is doing something wrong because she is having a hard time keeping track of every moment and it feels like her daughter is growing up so fast
- Frustrated: She is not a crafty person and doesn’t have the energy to invest into making a physical family scrapbook

GOALS

- Build an album of her daughter over time, organizing it by her milestones
- Be able to share and access these moments at any convenience with her parents and in-laws
- Make it a habit to journal and record family memories often