

Samra Khan



Demographics

Age: 28

Family: Married, one child

Occupation: Nurse

Ethnicity: Asian-American

creative

photographer

loving mother and wife

Story

Samra entered a new stage in her life where she moved into her first house in the suburbs with her husband and daughter. Being a young mother, Samra realizes she wants to treasure every moment she has with her daughter and take lots of pictures. As much as she wants to enjoy the present, Samra feels her daughter is growing up so fast and wants to record all these moments for the family to look back on.

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

Motivations & Needs

- Consistently take pictures of key moments with her family, especially her daughter
- Store the photos in a place where they are organized and don't get lost
- Prefers a digital and easily manageable format since she works as a nurse and doesn't have a lot of time on her hands
- Unlimited storage space to keep as many photos as possible



Challenges

- 🗨 Making time to organize memories while being a full time nurse and mother
- 🗨 Takes a lot of photos of her daughter on her phone which are hard to keep track of and look through
- 🗨 Phone storage running out of space and trouble finding places to store the photos