

# Marcella



*"A very busy Working mom, feels like she needs to clone herself.."*

**Age:** 34

**Work:** Operations Manager

**Family:** Married, 4 kids

**Location:** Lives in Bracknell, works in London

**Income:** Household 100K/yr

Go Getter

Ambitious

Procrastinator

## Goals

- Organise tasks and Running errands
- Managing kids, keeping work life balance
- Find time for social life, spend time with friends
- To feel like she "has it sorted"

## Frustrations

- Not enough time in the day to manage tasks
- Feels like she needs to clone herself
- Buys take - away 3 nights a week, no time for cooking

Marcella is looking for an app to manage her day to day tasks effectively and efficiently. She likes to take control of her schedule such that she can manage her work like balance efficiently and find time to go out with her friends and family

## Motivation

Incentive



Growth



Power



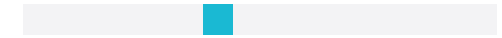
Social



## Personality

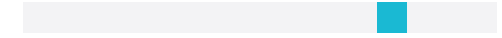
Introvert

Extrovert



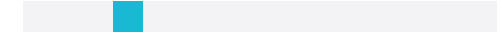
Thinking

Feeling



Sensing

Intuition



Judging

Perceiving

