

Joan Perez

age: 32

residence: Amsterdam

education: Bachelor's degree

occupation: Teacher

marital status: Single | 1 Kids



Making lasting memories with my kid.

Joan is a teacher and a single mom. Because of this she has little time with her kid. Still she likes to do as many activities with her as possible. When they aren't doing anything they like to go through old memories together.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

To make her child's childhood as memorable as possible.

Needs

- Long lasting memories
- To have project self manage

Values

- Time savings
- Products that easily fit into her current workflow

Wants

- Something that doesn't take long to setup
- Products that integrate with other existing technology.

Fears

- Cutting into already sparse free time
- Forgetting to capture the moment for later
- Ex husband stalking her on social media