

STORYBOARD

Persona: Marketing Manager, Sarah.

Scenario: Implementing flexible work arrangements

1



Sarah, a working mother in the city, juggles her job and childcare responsibilities.

2



Sarah tries to find affordable and convenient childcare options but faces long waitlists and high costs.

3



Sarah's employer introduces flexible work options to support working parents.

3



Sarah can now work remotely and choose flexible hours, allowing her to spend more time with her daughter.

5



Thanks to flexible work arrangements, Sarah enjoys a better work-life balance and quality time with her family.

6



The End!