

Persona: Maya Brooks

Name: Maya Brooks

Age: 32

Residence: Charlotte, NC

Education: Associates degree in Early Childhood Education

Occupation: Stay-at-home mom

Marital Status: Married, mother of a 10-month-old baby

Quote:

"Sometimes I just need five quiet minutes to remember who I am not just mom."

Summary of Behaviors & Daily Life:

Maya spends nearly every waking hour taking care of her baby, managing the household, and trying to keep things running smoothly. Her days are long, noisy, and unpredictable. In rare quiet moments, she reaches for a notebook or her phone to journal not for goals or productivity, but simply to breathe, reflect, and reconnect with herself. Shes exhausted, emotionally stretched, and grateful for any pocket of peace.

Comfort with Technology:

- Internet: Frequent mobile use (mom blogs, parenting forums, quick how-tos)
- Software: Light usage (email, grocery apps, calendar)
- Mobile Apps: Relies heavily on her phone for everything (reminders, photos, journaling)
- Social Network: Casual user of Facebook, Instagram, and Pinterest for parenting tips and connection

Needs:

- Quiet, personal space even digital to reflect and unwind
- A simple routine to check in with herself emotionally
- Reassurance that its okay to not be perfect every day
- An outlet that doesnt feel like one more chore or expectation

Wants:

- Positive affirmations or gentle check-ins
- A place to document baby milestones and her own growth
- A way to capture fleeting thoughts, moods, or feelings before they're forgotten
- A soothing visual design that doesn't overwhelm her already busy mind

Criteria for Success:

- Feeling seen, even when she's alone
- Being able to vent, cry, or celebrate without judgment
- Making journaling feel like a safe, personal ritual not a task
- Looking back months later and seeing how far she's come

Values:

- Inner peace
- Grace over perfection
- Self-expression
- Emotional honesty
- Stillness

Fears:

- Losing her identity in motherhood
- Always being on and never having time to breathe
- Not being present for her child because her mind is too cluttered
- Feeling emotionally disconnected from herself or her partner