**Demographic Details**

Name: Fiona

Age: 35

Occupation: Part time Clinical Psychologist and Mother

**Personal Details**

Fiona raises 2 young children (ages 3 and 7) with her husband Bob. She is the typical careful mother and reads a lot of books and articles about how she should raise her children. She has attained a bachelor’s degree in psychology and currently works part-time at a Psychological clinic where she helps people with their everyday problems.

**Attitudinal details**

Mental model: Fiona is a people person and loves to communicate with others about the topics she likes and cares about. Fiona is environmental friendly, or at least tries to be. For example: She drives a small car, reuses her water bottles and is vegan. She loves to do sports and encourages her family to be outgoing.

Pain points: Fiona’s is a young energetic family who likes going out for trips. But usually, her kids get sunburnt and she would like to be more carefree about that.

Feelings: She would like to give her kids the freedom of playing outside and be reminded of putting sunscreen on them.

**Goals and motivations**

Goal: She wants to be carefree about applying sunscreen when it’s shiny, so she wants to have an accurate reminder to apply sunscreen.

Motivation: Able to relax and not use the phone when going outside with family.

**Behavioral details**

After using the product, Fiona feels more secure and relaxed when going out on trips. The kids know when they need more sunscreen again and are free about playing.