



# Carla Munoz

## Working mother of three boys

**Appropriate demographic/user profile info:** Carla Munoz is a married mother of three boys and the 41-year-old CFO of a small courier business in Philadelphia. She is the daughter of Robert Munoz and mother of Tyler Munoz (refer to Grandfather and Grandson personas, respectively). She has a B.A. in business from Towson State University. Munoz's husband is a firefighter. Together, the couple makes \$85,000 -- enough to provide for three children, but not enough to be worry-free about it.

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**Quote:** "Tyler, stop hitting your brother! Jason, if you don't turn off the Playstation and change clothes in the next five minutes I'm calling your basketball coach and telling him you've quit to join the ballet!"

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**Day-in-the-life narrative:** Munoz spends most of her workday on a PC desktop computer, using QuickBooks and the Microsoft Office suite. When she gets home and finally gets the boys to bed (usually around 9:30 pm), she likes to relax by watching HGTV and playing Candy Crush on her iPhone.

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**End goals:** Munoz wants to arrange a family road trip to New York for her father's 65th birthday, with tickets to a Yankees game. She thinks her dad and her kids might also like the Baseball Hall of Fame, but she doesn't know what the museum has to offer and isn't sure it's worth a three and a half hour trip upstate. Munoz does the research on her desktop PC while she's eating lunch at work. She wants to get a feel for the museum and decide if it's a good option in her budget.