

# Health Conscious Busy Mom

Xtensio



"Good health is my insurance policy."

**Age:** 25-45

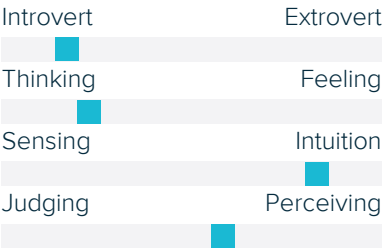
**Work:** part-time Etsy crafter + mom

**Family:** Married, kids.

**Location:** Vancouver, BC

**Character:** Type

## Personality



Curious Healthy Busy

## Goals

- Reaching x sales on her store
- Raising children to the best of her abilities
- Knowing that she has been present for her family

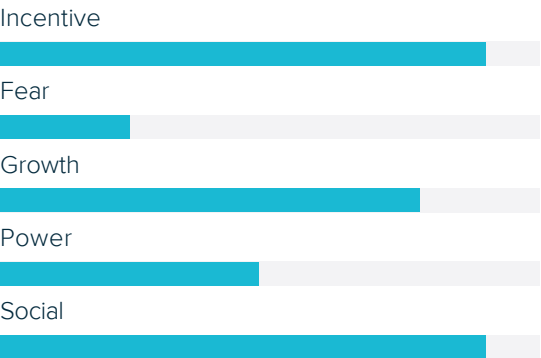
## Frustrations

- Wasting time at stores
- Inefficiency
- Visiting multiple stores for same products every week

## Bio

Fiona knits custom socks and raises 3 kids. She is a regular at YYoga, knows that healthy meals are important for herself and her family. She finds herself racing between school to drop-off or pick-up kids and Whole Foods to pick up meals or ingredients for a home-cooked dinner. Fiona often visits 3-5 stores in a week to accommodate everyone's special dietary needs. Generally, she picks up the same items every week. The constant to and fro leaves her frazzled and exhausted. She has less time to spend on her crafting, and the time she has left to spend with her family is not how she'd like it to be.

## Motivation



## Brands & Influencers



## Preferred Channels

