

Sarah Thompson

age: 29

residence: Florence, South Carolina

education: Part-time College Student

occupation: Full-time Parent, Part-time Student

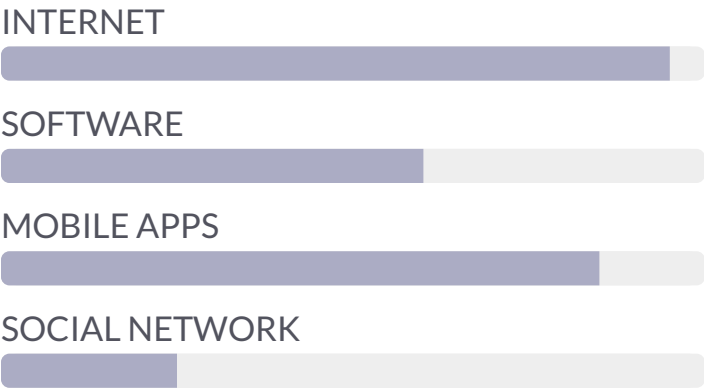
marital status: Married



"I'm not just planning my day—I'm planning for my family's future."

Sarah is a part-time student pursuing a business degree while raising two young children. She juggles her studies with her family life, and time management is crucial. Between helping her kids with homework, running errands, and attending her own classes, Sarah needs a simple, effective tool to stay on top of it all.

Comfort With Technology



Criteria For Success:

Sarah feels successful when she's able to take care of her family while staying on track with her studies. Success means having a tool that helps her manage all her commitments without sacrificing family time.

Needs

- A scheduling tool that allows her to manage her family's commitments and her own.
- Easy-to-set reminders for appointments, school deadlines, and family events.

Wants

- A tool that can balance her personal, academic, and family schedules in one place.
- Customizable alerts and reminders to keep track of deadlines and appointments.

Values

- Sarah values family time and organization. She needs a tool that helps her plan both her academic and personal life without feeling overwhelmed.

Fears

- That she won't be able to balance her studies and family life effectively.
- Missing important school assignments or family events due to poor scheduling.

