



Maria Smith

35 years old

- Has a university degree
 - Work as a marketer for a retail brand
- a mother of 2 kids, one of the kids is 10 and the younger one is 4.

Social medias she uses the most frequently:



Bio

Maria has a very busy schedule between taking care of her kids and work, so she sometimes neglects herself and her hobbies. But whenever the kids go to sleep, Maria takes time for herself and enjoys reading books and listening to music, as well as occasionally watching movies and listening to podcasts about parenthood and pop culture. On the weekends she also tries to find time to exercise and do yoga, to keep herself in shape. Maria thinks it is extremely important to teach her kids responsibility and consciousness, and not to be afraid to express their own emotions and feelings with others. She does this because in her own mind, she doubts herself a lot and whether she is going a good job parenting her kids, and she feels shame about occasionally taking time for herself, and she wants her kids to be better than herself.

Wants & Needs

- ☺ Needs more time for herself and hobbies
- ☺ Wants to teach her kids to be responsible and kind
- ☺ Wants to support more sustainable and anti-child labor brands

Frustrations

- Lack of free time
- Stress due to busy routine
- Fear of being a bad parent