

Personas

Marge, 51



"I am constantly juggling between my parents, my children and my full-time job."

Marge is the daughter of Albert and Nola. She has a full time job and three kids. She has so many responsibilities so it is hard for her to constantly be worried about her parents.

Pain Points

The daughter is constantly putting notes on the fridge doors and other areas in the home.

Goals/Needs

Have a better system in place for reminders. For her mother to live an easy lifestyle. For her father to feel less worried and take care of himself.