



Vera

Age: 36

Occupation: Web Security Sales

Location: Portland, Oregon

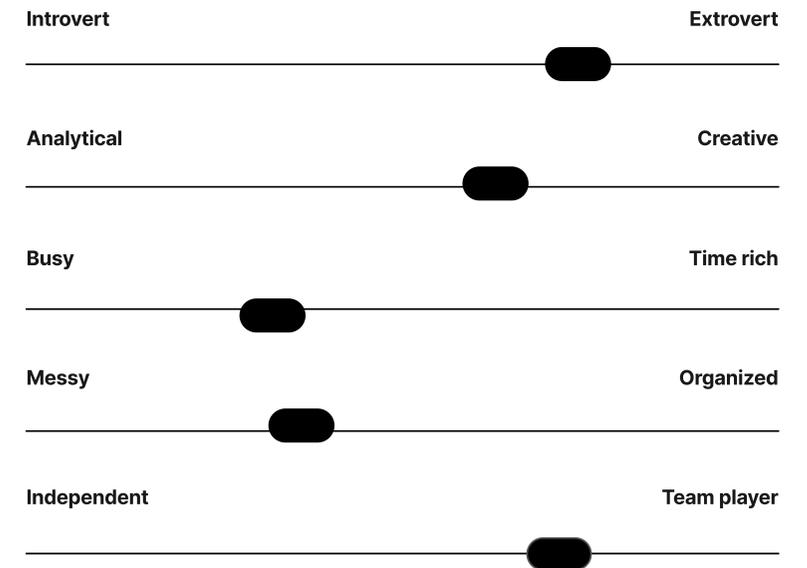
Education BA

Status: Married with Children

Bio

Vera is swamped WFH. She feels obligated to her work, children, husband and her own interests. She is able to manage all of these loose ends but not well. She has tried many organization apps, but feels like she spends too much time on social media, doomscrolling and shopping. She wants to find a way to be more productive and change some of her some of her tech habits so that she can focus on her family, work and health better.

Personality



Interests

- Hiking
- Fashion
- Broadway musicals
- Interior Home DIY projects
- Travel
- Languages
- Kombucha
- Skiing
- Running
- Yoga
- Exploring new restaurants
- Wine
- House Plants

Influences

- Instagram clothing
- DIY Artists
- Minimalism
- Skan Design
- Johanna Gaines

Goals

Vera wants to work as little as possible and have the maximum output. She wants to free herself from the habitual nature of her work flow. She wants to find more time to be with her family and a more flow time with work. She notices herself lost in social media during her work day neglecting responsibilities at home and work.

Needs & Expectations

- Track her habits during work and family time
- Simple quick interface
- Have a way to visualize her progress that is not more charts and graphs
- Integrate habit tracking with her calendar
- A way to turn her social media off in a customizable way

Motivations

- Recognition
- Visual encouragements (kudo)
- Me time
- Money
- Family time

Pain Points / Frustrations

- Habits are just one more thing to track and one more thing to limit her focus
- Data input is time consuming
- Turning her phone into a dumb phone limits what she may need to do with it.
- What if she has a message on slack that doesn't come through?