



**Name: Lisa**

**Age: 35**

**Marital Status: Married**

**Location: Atlanta, GA**

### **Goals:**

- Desires to be become more organized when planning tasks for her household.
- Desires to efficiently manage the daily tasks, appointments, and activities on her family's agenda.
- Desires to find healthy recipes and ideas for her family

### **Story:**

- Lisa is a married mother of two children that's employed full time, but struggling to manage her family's daily activities and appointments. She wants to manage her time better to ensure she can create healthy meals, but struggles to find healthy recipes her family will enjoy.



**Name: Crystal**

**Age: 30**

**Marital Status: Single**

**Location: Houston, TX**

### **Goals:**

- Desires to set to do list items on her planner and edit or delete them when she's done.
- Desires a helpful resource she can manage her schedule, integrate her calendar, and plan healthy lunch items for her son.

### **Story:**

- Crystal is a single mother of a two year old son. She owns a catering and event planning company and desires an effective way to manage her son's daily tasks and her busy calendar.