

PERSONAS



Name: Kristen Davis

Age: 34

Occupation: Stay at home mom

Education: Bachelors in Marketing

Location: Sandy Springs, GA

Technical Expertise: Uses a smartphone daily

Disabilities: None

Family: Husband and 2 kids aged 3 (boy) and 1 (girl)

Hobbies: Likes to read fiction books and watch crime dramas.

Kristen is a loving mom with two young kids: a 3 year old boy named Ethan and a 1 year old girl named Ava.

Her husband, Nate, is a chef at a local restaurant. Kristen worked for a couple of years after earning her bachelor's degree but decided to become a stay at home mom after having Ethan to spend more time with him. Because of Nate's long working hours, Kristen is often in charge of the kids and household. She is still getting used to managing everything efficiently. She finds herself running in and out of the house all day to drop her son off at preschool and get errands done with her daughter in tow.

Before having kids, Kristen spent her free time reading or watching crime dramas. She was part of a book club that met every Saturday for two hours, but after having kids her unpredictable schedule leaves her with very little time to pursue her hobbies. She's trying to socialize more, but she is only able to attend book club about once a month. Because her daughter is so young, she has been unable to meet friends regularly.

She is glad that Nate is supportive and respects the work she does as a stay-at-home parent, but sometimes feels misunderstood for her choice to stay at home with the kids. Kristen's parents live across the country and visit her every three months.

Kristen keeps a notepad with her to record her to-do list. She refers to it throughout the day to figure out what tasks she has to complete. She keeps track of appointments on a physical calendar hanging in the hallway and uses FaceTime to call her parents every other day. Kristen also uses her smartphone to watch videos while she is doing chores or when her daughter is napping. Overall, she is a slightly stressed parent but loves her family.



Name: Daniel Argent

Age: 38

Occupation: Stay at home dad

Education: Bachelors in Electronics Engineering

Location: Dublin, CA

Technical Expertise: Tech savvy, uses a smartphone, laptop, Alexa daily.

Disabilities: Wears contacts

Family: Wife and 4 kids aged 11, 11, 7 and 5

Hobbies: Likes football, likes to bake.

Daniel is a father of 4: a pair of twin girls age 11 (Maya and Maxine), and two boys aged 7 (Jacob) and 5 (Sammy). His wife Maria is a software engineer for a tech company in San Francisco. She commutes two hours to get to work and back home five days a week. The twins and the 7 year old are at school until 3pm but his youngest gets home from kindergarten at noon. Daniel made the decision to be a stay at home parent because he and Maria decided that one of them should stay at home to raise the kids. He likes to keep up with the tech industry by reading articles and books and plans to go back to work after his kids are older.

The Argent family are very active at their local church and visit every Sunday. Most of their friends are from the same church and occasionally meet for lunch on Sundays. Daniel used to play football in college and got into baking as he started spending more time at home. He wishes he could find a local league to play in to make friends with similar interests, but because he and Maria moved to Dublin a few months ago he isn't familiar with community groups. He also tries to go to the gym twice a week while his kids are at school.

Because of his old job in the tech industry, he uses technology on a daily basis. Other than using his smartphone, he reads articles on his laptop and uses Alexa for baking recipes and music. Daniel uses the calendar app on his iPhone to manage appointments but does not use it to schedule household chores because it can be very tedious to input every event.

Daniel loves staying home with the kids and watching them grow, but he feels that society views stay-at-home dads negatively because they are not the primary breadwinner. However, Maria is very appreciative that he volunteered to care for the kids so that she could advance in her career.