



Name: Stable Sarah

Job: Creative homemaker

Age: Mid 30s

Marital Status:

Gender: Woman

Technology: Confident with tech, but not a tech expert. Comfortable with Microsoft Office.

Budget: tight

Bio:

Sarah is a stabilizing force in her family dynamic. She likes to carefully manage her family's financials with her partner.

Goals:

She'll be attending EmmaCon, a fictitious emerald collectors conference. She'll be purchasing a weekend pass on the conference website.