

The Career Parent

Jennifer



Demographics

Age	~50 years old
Relationship	Married
Occupation	Former stay-at-home parent
Values	Parenthood is central to identity
Status	Recently empty-nested

Goals

- Find new hobbies & social activities
- Fill schedule & stay busy during weekdays
- Discover non-invasive parenting techniques

Motivations

- Rediscover sense of identity as parent
- Keep life interesting & purposeful
- Overcome loneliness & emotional challenges

Pain Points

Lifestyle Adjustments

Shifting food preparation, grocery shopping, and housework habits; filling increased free time.

Redefined Parental Guidance

Determining amount of support to provide; avoiding over-imposing on children.

Social & Emotional Challenges

Coping with loneliness and loss of identity; worrying about child safety & wellbeing; staying connected to parent community; coordinating with friends who work.

“*[Parenting] is what I did for over 20 years and then they're out the door... it's just kind of redefining that identity of who you are.*”

Scenario

Jennifer wakes up well rested, a nice change from when her kids were still living at home. She has time for a leisurely walk with the dogs before making a hearty breakfast. She creates a mental grocery list, noticing how slowly a two-person household goes through food and how much she misses cooking for larger groups.

Jennifer consults her calendar and is relieved to have plans for the day: meeting with an old friend from college. Jennifer and her friend find comfort in talking about the emotional challenges of being empty-nested. During her visit, one of her children calls and asks for help paying for a textbook. She is happy to help with her children's expenses, but wonders what kind of future role she should take in helping them learn to budget. Before leaving, she discusses the situation with her friend, hoping to gain perspective from another empty-nester. She wishes she had more parents to easily consult about matters like this.