

The Work/Kid Balancer

Susana



Demographics

Age	~50 years old
Relationship	Married
Occupation	Works full-time
Values	Both career & parent accomplishments are priorities
Status	Recently empty-nested

Goals

- Invest in hobbies & connect with interests
- Engage with social groups & plan activities
- Establish appropriate & consistent communication with children

Motivations

- Maintain a connection to their children
- Prioritize how to spend their free time
- Evaluate long term goals and ambitions

Pain Points

Lifestyle Adjustments

Redefining relationship with career and freetime; adapting to a two-person household.

Redefined Parental Guidance

Determining appropriate level of communication and new needs of their child.

Social & Emotional Challenges

Experiencing unanticipated emotional shock; finding hobbies & social groups outside of work or family.

“*[Empty-nesting] is exciting. What I kind of think is that it’s a whole new chapter. To me it’s almost like being retired in a way.*”

Scenario

Susana wakes up at 7 am and gets ready for work. After a productive workday, she resorts to the habit of packing up quickly to get home to the family. Her spouse texts her that they will be home late and won’t need dinner, so she opts for picking up takeout.

The stillness of the house bothers Susana, so she turns on the baseball game. She reminisces on watching her kids’ high school baseball games and is surprised by the sense of loneliness and nostalgia she feels. She texts one of her kids about the score—hoping for a response, but not expecting one. She ends her day brainstorming with her spouse about what to do with their open weekend. Her partner mentions their golf plans, and Susana is inspired to look into local painting classes- a hobby she has always wanted to try but never had the time to actually do. Her new free time excites her, but she would like more resources to find local activities and social groups.