



Laurel Jones Kumar



Age 36 years



Dallas, TX



Project Manager



Married

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Some household tasks are just not motivating, fun, and convincing to do.
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About

Laurel is an American married to an Indian man Parry. They have been married for 6 years. They have a pet cat named 'Meow'. They both work in the IT industry and were working from home since 2 years. Laurel had to recently start working from office and her commute is an hour daily. She tries really hard to manage the household tasks with work along with her husband.

Goals & Needs

- She would like to motivate her husband to help out more in the household tasks that he hates doing.
- She would like to somehow make the household tasks feel less mundane so they both would enjoy doing it together.
- She would like to get and give incentives to each other for finishing household tasks to make it more fun and collaborative.

Motivations

- She would like doing the household chores if it can be made into a friendly game that she and her husband can play.
- She would like it if there is a structured list she and her husband can follow for keeping a track of the household tasks.
- She would like it if she can be rewarded for completing household chores.

Everyday Activities

- She wakes up and makes the bed regardless of who gets up last.
- She likes to make coffee everyday for her and her husband before leaving for work.
- After coming back from work, she has to prepare dinner and lunch for the following day.
- She likes to watch Netflix with her husband while having dinner.
- She cleans up before going to bed.

Frustrations

- Her husband works from home but still doesn't take initiative to help out with cooking tasks.
- Her husband helps out in most household chores only when asked to otherwise does not show any motivation.
- Household tasks are not fun and take time away from other interests.

Device Usage

- Mobile
- Desktop
- Tablet