



Name: Sara

Position: Sales Manager

Needs:

a  
comfortable  
place to  
work from  
home

Positive trends and opportunities:

- works for a renowned company on a managerial position
- enjoys her work
- develops skills
- works from home: doesn't waste time for commuting
- spends more time with children

Negative trends, headaches and fears:

- tired with working from home but her company wants her to stay at home
- doesn't have a place for her work at home
- finds it difficult to organize her day
- needs more time to relax and keep work-life balance