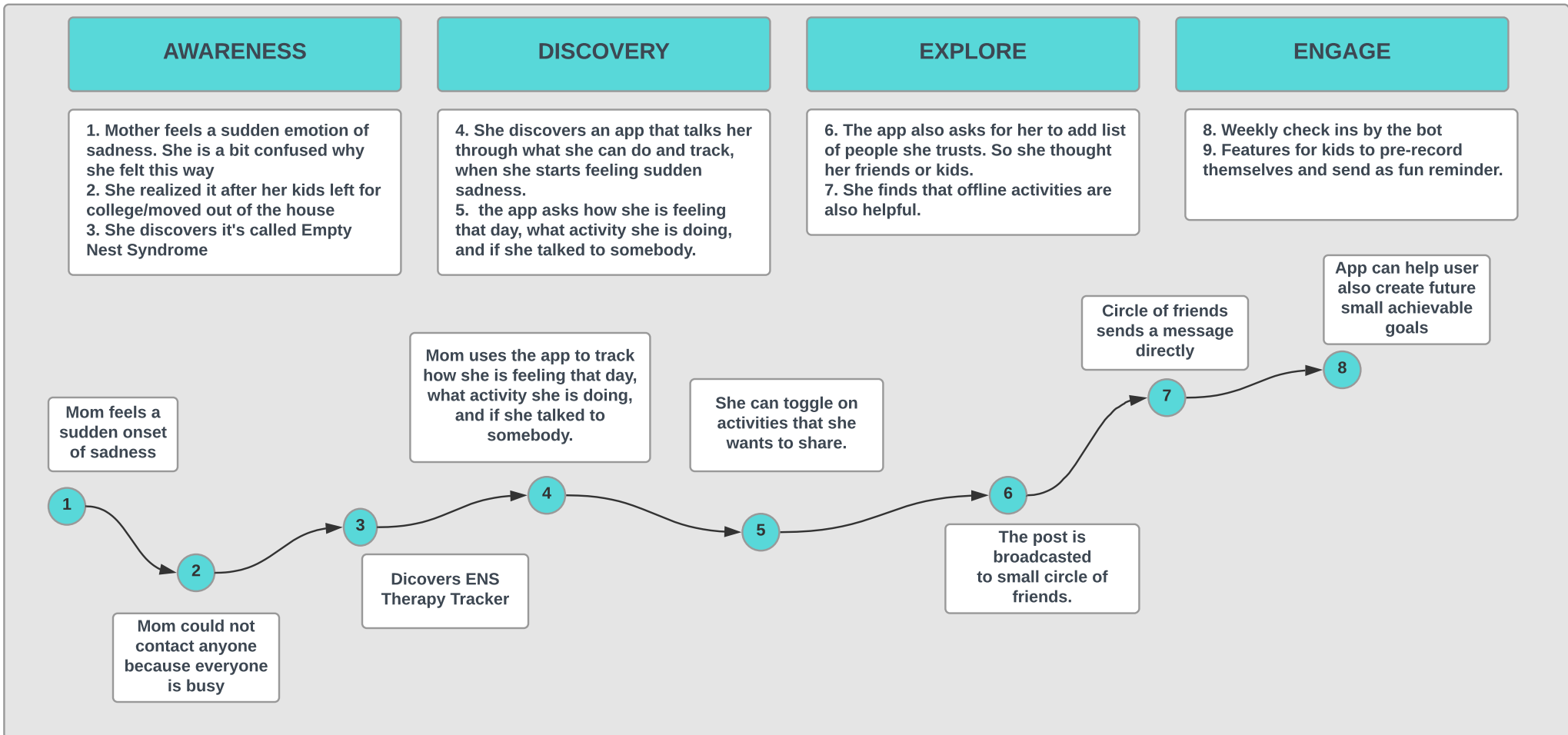


Persona	Scenario	Goals
Mom, 53 yo	Mom is a single parent and is suffering from Empty Nest Syndrome	Use her circle to support her and a tracker to understand what her new goals are in her new phase in life



Opportunities			
Tie in goals with recommended therapy solutions to overcome ENS.	Tracking habits, feelings and thoughts is the first step to help user sort her ENS	Trust and privacy is important to the user so the space is open to only her circle of trust	The app becomes a space for both sides - the user and the friends who care about the user