

Can you think about what her day is like?

Where do they live?

Family of four?

Divorced, single parent mom raising 3 kids?

Long commute to work.

Kids in sports and music?

Where does she work?

What is important to her? Health, safety of her kids.

What does she say and do?

How is her attitude in public?

Online?

What does she see and feel about the environment?

What do her friends say?

What does her family say?

What influences what she does, or doesn't do?

What is her story?