

CHERYL SMITH

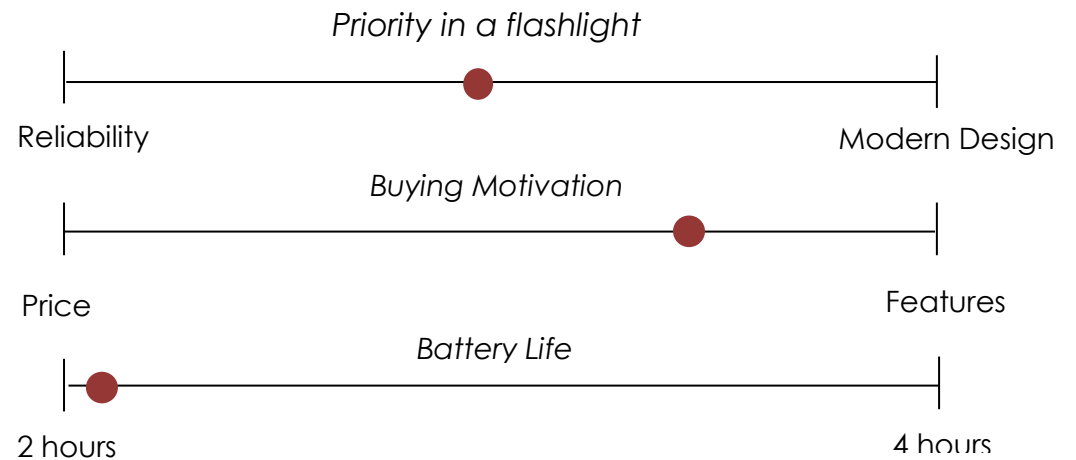
Age: 35
 Gender: Female
 Employment: Teacher
 Income: \$45k
 Family Status: Single mom of 2

Cheryl is an independent mom that enjoys supporting herself and her children. She does a lot of driving between work and her children's activities. Her families' safety is priority. When shopping, she buys good quality products that are going to last over cheap products.



"Walking to my car at night can be scary when I can't see my surroundings."

Preferences



Scenario:

Cheryl is leaving her daughter's concert around 10 at night, it had been raining and she is wearing heels that she does not want to get wet. The parking lot is not lit well and is mostly empty. She doesn't like the dark and feels a little nervous walking to her car. She reaches to her purse and grabs the small flashlight that is hooked to her purse strap. Once turned on, the light illuminates the ground well enough that she is able to avoid all puddles. She also feels safer knowing that she could see if someone was walking close to her. The light helps her dig her keys out of her purse and once inside her car, she plugs the flashlight into the cigarette lighter so that it will be fully charged for the next time she needs it.