



Richard

Purchasing Manager

Large School District

Furniture only - across all grades

Age 41

Married with 1 kid

Bachelor's degree in Education

Background Story

Meet Richard Lopez, a school district purchasing manager with over 10 years of experience. His school district is comprised of 130 schools, a size that requires multiple, specialized buyers. Richard is the buyer responsible for classroom and office furniture across all schools and grades. ➤ He is detail-oriented and takes great pride in his work. When placing an order he consults with both the curriculum and facility teams to make sure that all needs are fully addressed. ➤ His school district relies on Lakeshore as a supplier for EC and elementary educational material and supplies but rarely for furniture. Richard does not consider Lakeshore a credible furniture supplier due to its strong EC focus and limited furniture product line. He relies heavily on the relationships he has with well established furniture suppliers.

Needs & Goals

- ★ Richard often assesses the product lines and capabilities of furniture suppliers by visiting their websites. It's important that websites meet expectations and make it easy to find all the information he needs.
- ★ Richard never places large orders online. It's essential on the website, that there be a simple way to request a quote and contact a sales rep.
- ★ Often Richard has to get furniture for a new school on a tight deadline. When this happens, he looks for complete classroom solutions and setup options that could greatly speed up the process.

Frustrations

- 😞 Having to buy from multiple vendors is a pain. It's easier for Richard to select a vendor that can supply everything.
- 😞 Classroom furniture takes a lot of abuse. It's challenging for Richard to find furniture that makes both the facilities and curriculum teams happy...and is also affordable.
- 😞 Delivery of furniture without setup services can be a real headache. Warehousing is another consideration.

Behaviors

- 📄 When researching furniture online, Richard wants to quickly see the range of options for meeting his needs. He expects clear and detailed product and services information for making sound decisions.
- 📄 Richard regularly consults with key stakeholders such as teachers, administrators and the facilities team regarding needs and preferences. Large orders are reviewed with leadership before final submission.
- 📄 Richard looks for competitive pricing, reliable end-to-end service, and the best value for the money.

“We strive to empower students to reach their full potential by understanding their unique needs, then creating ideal classroom environments that promote growth and enable learning.”



Jenny

Purchasing Manager

Small School District

Buys for all grades

Age 37

Married with 2 kids

Bachelor's degree in Education

Background Story

Meet Jenny Stevens, a school district purchasing manager with over 10 years of experience. Her school district is comprised of 14 schools. Because it is a smaller school district, she is the one person responsible for procuring a wide range of learning material, teaching supplies and furniture across all of the schools and grades. ➤ Ms. Stevens is a detail-oriented person who takes pride in her work. She strives to ensure that everything she buys not only meets the educational needs of the students but is also of exceptional quality. ➤ She has a 10 year relationship with Lakeshore with a history of buying a wide selection of products, including furniture...but only for EC and elementary schools. She buys for middle and high school as well, but does not see Lakeshore as an appropriate supplier for those grades.

Needs & Goals

- ★ When buying furniture, Jenny needs to see how products will meet the requirements of classroom instructors for flexibility and purpose, yet at the same time meet the requirements of facilities for durability, delivery, and support.
- ★ Jenny's role purchasing of all products across all grades means she's very busy. When buying furniture, it's especially important that she find a company that provides topnotch support, and goes the extra mile.
- ★ Jenny often knows what she needs from past purchases. Access to quick order and purchase history save her time.

Frustrations

- ☹ When buying furniture, Jenny often encounters aggressive sales pitches. What she really needs are honest answers from a trustworthy supplier...one that has a robust line of high quality furniture designed by educational experts.
- ☹ Try as they might, no website has all the answers, which is why it's so important to Jenny to have quick access to no-nonsense sales staff who can provide answers and support her every step of the way.
- ☹ The ordering of the furniture is only half the challenge. Getting it set up and class-ready can be a real hassle.

Behaviors

- 📄 Jenny is accustomed to buying educational material and teaching supplies online through the Lakeshore website. For large furniture orders however, she feels more comfortable working directly with a sales rep.
- 📄 Jenny creates furniture orders by meeting first with curriculum and facility teams to understand needs, then by conducting research. Large orders, once put together, are reviewed by administrative leaders before submission.
- 📄 Jenny gathers feedback on the performance of past furniture purchases to help inform future purchases.

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“It makes me happy when I see that the purchasing decisions that I've made have contributed to the success of our students by creating an environment optimized for learning, growth, and the building of self confidence.”



Greg

A&D Consultant

Architecture & design firm under contract with large school district

Advice and oversight of vendor selection & furniture purchases

Age 48

Married with 2 kids

Master's degree in Interior Design

Background Story

Meet Greg Abbot, an Architecture and Design Consultant with over 16 years of experience. He works for an architecture firm and leads an interiors group comprised of interior designers and materials experts. A bond measure has passed, and now Greg's firm is under contract to build multiple schools on an aggressive timeline for a large school district. ➤ Greg is primary contact for all matters related to furniture. He consults weekly with the school district's purchasing managers, and with teams such as facilities and curriculum. With construction underway, he must act quickly to gather requirements, conduct research, and deliver recommendations for furniture suppliers that meet school requirements and align with his firm's vision. ➤ Greg proposes a short list of vendors to receive the RFP for furniture. He largely relies on supplier relationships he has established over the years. He is receptive to new vendors that impress him with the quality of their products and services. Greg needs to be convinced of Lakeshore's reliability and credibility as a K-12 vendor.

Needs & Goals

- ☆ Greg needs a supplier's commitment to white-glove service with guaranteed on-time delivery and hands-on setup.
- ☆ A full range of design resources such as revit files are a must-have. These need to be easily accessible, not hidden.
- ☆ Greg and his team require that all products meet the highest standards for raw materials and color compatibility.

Frustrations

- ☹️ Going with an untried vendor is a big risk. The top reasons to trust a vendor need to be abundantly obvious.
- ☹️ Websites need to be no-nonsense, deliver information quickly, make it easy to review the full line of products, and make it easy to contact a rep. This is often not the case on many websites.
- ☹️ Having to buy from multiple vendors is a pain. It's easier for Greg to select a vendor that can supply everything.

Behaviors

- 📄 Greg's decision-making factors are brand, look of the product, manufacturing standards, quick shipping, and a robust warranty. As a product expert, he knows from experience what stellar product and good end to end service look like and will eliminate vendors that fall short of expectations.
- 📄 Greg looks for reasons to trust a new vendor. He and his team will always attend an expo to inspect the furniture. And on a website, he'll read case studies, product reviews and customer testimonials to see if trust is warranted.
- 📄 Large furniture orders often require multiple levels of approval from the school district as well as a green light from the A&D firm. He always stands equipped to review details, explain decisions and rally support.

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"The design of a classroom is not just about the present, but also about the future. It should prepare students for the challenges and opportunities that await them beyond the classroom walls."



Lori

Teacher - 4th Grade

Public Elementary School

Has budget allocated for classroom needs including furniture

Age 36

Married with 2 kids

Bachelor's degree in Education

Background Story

Meet Lori Grover, a public school 4th grade teacher with 14 years of experience. Her school is medium size with just over 400 students. She believes that being hands-on is essential, and is always on the lookout for inventive and fun ways to teach. ➤ Lori loves her job and feels she was born to do it. She is forced to be scrappy and smart to get the most out of her limited classroom budget allocation. She relies heavily on Lakeshore due to their wide selection of reasonably priced, high quality products. ➤ Prior to the start of every semester, she'll identify needs and make purchases of educational material and classroom supplies. As for furniture, since it comes from a dedicated budget, she makes her selections from school-approved Lakeshore products, then submits her request through the school's admin.

Needs & Goals

- ★ When putting orders together on a limited budget, Lori needs to quickly see all the ways to stretch a dollar. These vary but may include discounts and ways to reduce shipping costs through rewards and combining orders.
- ★ Lori often needs to prioritize the purchases for her classroom. The ability to easily move items between a wish list and a cart as priorities change is important.
- ★ When a piece of furniture gets damaged in the classroom, as it sometimes does, Lori needs to feel confident that a warranty will be honored and that the facilities team can replace the item within just a few days.

Frustrations

- 😞 There is never sufficient budget to get everything the class needs. Class registries identify specific needs but don't go far enough in inspiring parents to meet those needs.
- 😞 Lori often has to justify a request for new furniture. Why can't websites offer clear ways to present that argument?
- 😞 Receiving delivery of large items can sometimes be a headache. Shouldn't setup service always be an option?

Behaviors

- 📄 Lori will add occasional one-off furniture items to a mixed order as needed, but when transforming an area of her classroom, she'll create a wish-list and work through her school's admin to get the order placed.
- 📄 From experience Lori has a strong POV on furniture. She works hard to influence decisions made at a higher level.
- 📄 Lori is often looking for the same supplies every year because they are connected with specific lessons. She's in the habit of looking through her purchase history to locate those items, then using quick order to save valuable time.

“Every child deserves a champion—an adult who will never give up on them, who understands the power of connection and insists that they become the best that they can possibly be.”



Bonnie

Preschool Teacher

Lakeshore is her go-to store for all of her classroom needs.

Age 29

Recently married, no kids

Bachelor's degree in
Childhood Development

Background Story

Meet Bonnie Foster a preschool teacher with 6 years of experience. Her school is one of several preschools in a medium size, school district. She works with four year olds, focusing on the skills necessary for kindergarten readiness. ➤ Bonnie loves her job and is passionate about creating a positive and nurturing environment. She believes preschool provides a crucial foundation for a child's educational and social development. ➤ She is a long time, super fan of Lakeshore, and buys a wide assortment of classroom supplies and teaching materials through the website. When a rare need arises, she also adds furniture items to her orders. Her frequent orders have made Bonnie very familiar with Lakeshore. She knows how to find what she needs quickly and she makes good use of the power-user features such as registries, shopping history, rewards, and back to school sales. Bonnie exemplifies a steady state Lakeshore user.

Needs & Goals

- ★ Bonnie requires a quick and user-friendly way to find a wide variety of engaging and age-appropriate teaching materials and classroom supplies to help foster the learning and development of her preschool students.
- ★ When putting orders together on a limited budget, Bonnie needs to quickly see all the ways to stretch a dollar. These vary but may include discounts and ways to reduce shipping costs through rewards and combining orders.
- ★ Bonnie needs to feel confident when making online purchases that a warranty will be honored without fuss.

Frustrations

- 😞 There is seldom sufficient budget. Bonnie often feels frustrated when she lacks the necessary teaching resources.
- 😞 Class registries help identify needs, but they don't go far enough in inspiring parents to help address those needs.
- 😞 Bonnie is a smart shopper so is always on the lookout for cost effective shipping to help manage costs.

Behaviors

- 📖 Bonnie constantly explores innovative ways to make her lessons exciting and engaging for her preschool students. She likes it when a website appears to anticipate that need by providing helpful suggestions.
- 📖 When Bonnie wants to transform an area of her classroom, she'll create a wish-list of furniture and decor. She'll then work through her school's admin to get the order reviewed, approved and placed.
- 📖 Bonnie is often looking for the same supplies every year because they are connected with a specific lesson. She's in the habit of looking through her purchase history to locate those items. (Wouldn't an automatic reminder be nice?)

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"Preschool is not just about ABCs and 123s; it's about nurturing curious minds, building lifelong learners, and shaping the leaders of tomorrow."