



Lori

Teacher - 4th Grade

Public Elementary School

Manages her own budget
Helps other teachers

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 to her.
- ★ Part of the job is making the lessons fun and interesting so that students are eager to learn and participate. Lori needs to be able to quickly identify fun learning material aligning with her class requirements.

Frustrations

- 😞 There is never sufficient budget to get everything the class needs. Class registries provide the ability to identify specific needs, but don't go nearly far enough in compelling parents to meet those needs.
- 😞 Similar orders are placed every year. Vendors are missing an opportunity by not providing helpful reminders.
- 😞 Lori often has to justify a request for new material. Why can't product descriptions offer ways to present the case?

Behaviors

- 📋 Lori is often looking for the same supplies every year. She's in the habit of looking through her purchase history to locate those items, then using quick order to save time.
- 📋 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.
- 📋 Lori sometimes coordinates Lakeshore orders involving multiple teachers. To do this she has each teacher share a list with her. She then manually compiles the full order. It's tedious. Maybe there's a better way?

“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.”