



Grace

Gift-Giver

Doting Grandparent

Unapologetic Online Shopper

Age 63

3 grandchildren
plus nieces and nephews

Retired

Background Story

Meet Grace Thompson, a vibrant and loving grandmother with a heart full of warmth and a desire to create magical moments for her three grandchildren and numerous nieces and nephews. She cherishes the importance of education and seeks gifts that are fun, but also instill the sense of joy in learning. ➤ Grace embraces the convenience of online shopping. She does careful research and selects gifts that properly align to the ages, interests and developmental stages of the child. She is not adventurous with technology, so gravitates to online features that are simple and straight forward. ➤ [On Lakeshore](#), she almost always finds gifts that meet her requirements and bring great joy to the kids. She is a fan.

Needs & Goals

- ★ Grace seeks high-quality, fun learning games, toys, and craft kits that not only entertain her grandchildren but also contribute to their educational development.
- ★ Grace looks for products suitable for different age groups, as she has grandchildren, nieces and nephews spanning various ages and developmental stages.
- ★ She prioritizes durable, well-made items to ensure the gifts will withstand the play patterns of energetic kids.

Frustrations

- ☹ Lack of detailed information about the educational benefits and age appropriateness of products sometimes makes decision-making difficult, causing uncertainty about the suitability of the gifts.
- ☹ Grace is frustrated when gifts do not arrive on time for birthdays or special occasions despite ample lead time.
- ☹ Grace is retired and on a fixed income. When shipping costs are high, it's hard not to conclude that one's money will go further elsewhere.

Behaviors

- 📖 Grace conducts thorough online research, reading customer reviews and product descriptions to ensure she selects gifts that align properly with the age and developmental needs of the child.
- 📖 She plans ahead for birthdays, holidays, and special occasions, taking advantage of online sales, discounts and incentives to maximize her budget.
- 📖 Grace can't always remember what she's given each child in the past, so often relies on a website's past purchase history to refresh her memory. Wouldn't it be great if she could easily filter purchase history by child?

“There's a special joy that fills my heart when I see the sparkle in my grandchildren's eyes as they unwrap a gift, knowing it's not just a toy but a key to a world of fun learning.”