



Macy

Homeschooling Mom

Devoted to family

Financially secure

Age 33

Married with 1 daughter

Freelance graphic designer

Background Story

Meet Macy Travers a dedicated homeschooling mother with a passion for creating a nurturing learning environment for her daughter Mia. A former elementary school teacher, Macy embarked on the homeschooling journey when Mia struggled to thrive in a traditional classroom setting. Macy works hard to turn lessons into engaging experiences that ignite Mia's curiosity. Lakeshore helps her do that. ➤ Macy is married. Her husband, Jack, works full-time. In her free time, Macy supplements the income with freelance graphic design. ➤ Macy is a fan of Lakeshore, but on a budget. She is selective with what she buys and takes advantage of rewards and sales. For standard supplies, she'll save money by shopping on Amazon or Staples. She very familiar with Lakeshore.com makes good use of the power-user features such as lists, shopping history, rewards, customer reviews, and back to school sales.

Needs & Goals

- ★ Macy seeks fun, interactive learning products that not only align with the curriculum, but also captivate her daughter's attention and makes learning fun.
- ★ She wants a one-stop-shop for reliable learning products designed by teachers and rated highly by customers.
- ★ Macy requires time-saving tools and resources that streamline lesson planning, grading, and tracking progress.

Frustrations

- ☹ It's a hassle having to search for supplies from multiple sources. It's time that could be better spent on teaching.
- ☹ A lack of support often makes the homeschooling journey challenging and isolating. Macy yearns for a connection with other homeschooling parents.
- ☹ Lesson planning, grading, and tracking progress often becomes complex and overwhelming for a busy parent.

Behaviors

- 📖 Macy seeks out reviews and recommendations online before purchasing any learning products or supplies, ensuring they align with her teaching philosophy.
- 📖 Macy values efficiency and seeks solutions that save time, whether it's in lesson planning, grading, or managing the homeschooling routine.
- 📖 Keeping her daughter motivated is important. Macy is always on the lookout for learning products that infuse creativity and playfulness into the lessons.

“The beauty of homeschooling is witnessing those 'aha' moments firsthand, knowing that every breakthrough, big or small, contributes to our child's unique journey of discovery.”