



Renee

Involved Parent

Double Income Household

Fan of Fun Learning

Age 36

Married with 2 kids

Career Professional

Background Story

Meet Renee Miller, a working mom. She is married with two young children who attend a public elementary school. Renee has confidence in the school, but knows that, for her kids to thrive, she must supplement their education with activities that further enrich their minds and expand their capabilities. She is always on the lookout for age appropriate fun learning products. ➤ Renee and her husband both work full time. The dual incomes makes Renee less price conscious than most. Having said that, she is still eager to take advantage of rewards, sales, and other incentives. When making purchases, she is swayed by quality, durability, teacher-influenced design, and positive customer reviews. ➤ She is a fan of Lakeshore. She is aware that she may be paying a little more, but her confidence in the products makes that okay. She is less apt to purchase basic classroom supplies from Lakeshore as similar products are cheaper on Amazon.

Needs & Goals

- ★ In order to quickly find educational products designed to make learning enjoyable for her children, Renee needs product descriptions that clearly indicate the appropriate age, developmental stage and targeted skill.
- ★ She seeks a user-friendly online shopping experience, allowing her to efficiently browse, compare, read reviews, check out recommendations, and purchase a range of high quality learning products and craft supplies.
- ★ She needs the information that gives her confidence that the products are durable, safe, and of high quality to ensure her children's safety is guaranteed and she need not worry.

Frustrations

- ☹ Renee is frustrated when learning products don't live up to their promise of being both fun AND educational.
- ☹ It's annoying to Renee when a business makes recommendations that are unrelated to search and purchase history.
- ☹ It's disappointing to Renee when a business seems to value institutions over the average consumer like her.

Behaviors

- 📄 Renee conducts research online, reading reviews, and seeking recommendations from parenting blogs and forums, when making purchasing decisions for learning products and supplies.
- 📄 Renee pays close attention to the level of engagement and enthusiasm shown by her kids for the products she buys.
- 📄 Renee is in the practice of using the shopping cart as a holding area for all potential purchases. Before purchasing, she then edits the cart by moving many items to a list of possible future purchases. Not all sites makes this easy.

“The pride I feel watching my child navigate the challenges of school and build strong social connections is a beautiful reminder that the love and support we provide at home create a foundation for their success in every aspect of life.”