



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.”