



Bonnie

Preschool Teacher

Lakeshore is her go-to store for all of her classroom needs.

Age 29

Recently married, no kids

Bachelor's degree in
Childhood Development

Background Story

Meet Bonnie Foster a preschool teacher with 6 years of experience. Her school is one of several preschools in a medium size, school district. She works with four year olds, focusing on the skills necessary for kindergarten readiness. ➤ Bonnie loves her job and is passionate about creating a positive and nurturing environment. She believes preschool provides a crucial foundation for a child's educational and social development. ➤ She is a long time, super fan of Lakeshore, and buys a wide assortment of classroom supplies and teaching materials through the website. When a rare need arises, she also adds furniture items to her orders. Her frequent orders have made Bonnie very familiar with Lakeshore. She knows how to find what she needs quickly and she makes good use of the power-user features such as registries, shopping history, rewards, and back to school sales. Bonnie exemplifies a steady state Lakeshore user.

Needs & Goals

- ★ Bonnie requires a quick and user-friendly way to find a wide variety of engaging and age-appropriate teaching materials and classroom supplies to help foster the learning and development of her preschool students.
- ★ When putting orders together on a limited budget, Bonnie 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.
- ★ Bonnie needs to feel confident when making online purchases that a warranty will be honored without fuss.

Frustrations

- 😞 There is seldom sufficient budget. Bonnie often feels frustrated when she lacks the necessary teaching resources.
- 😞 Class registries help identify needs, but they don't go far enough in inspiring parents to help address those needs.
- 😞 Bonnie is a smart shopper so is always on the lookout for cost effective shipping to help manage costs.

Behaviors

- 📖 Bonnie constantly explores innovative ways to make her lessons exciting and engaging for her preschool students. She likes it when a website appears to anticipate that need by providing helpful suggestions.
- 📖 When Bonnie wants to transform an area of her classroom, she'll create a wish-list of furniture and decor. She'll then work through her school's admin to get the order reviewed, approved and placed.
- 📖 Bonnie is often looking for the same supplies every year because they are connected with a specific lesson. She's in the habit of looking through her purchase history to locate those items. (Wouldn't an automatic reminder be nice?)

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"Preschool is not just about ABCs and 123s; it's about nurturing curious minds, building lifelong learners, and shaping the leaders of tomorrow."