

Berty Alan



Job Title
Dad

Age
20 to 40

Highest Level of Education
Less than a high school diploma

Social Networks



Preferred Method of Communication

Whatsapp, messenger, text, phone call

Goals or Objectives

Entertaining their child
Keeping their child healthy
Learning how to parent

They Gain Information By

Social media, google, parenting books, health visitor

Biggest Challenges

Stigma being stay-at-home dad and same sex couple
Finding like minded parents and playdates
Finding things to do with/entertain the child