

Bob Squarepants



Job Title

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Age

over 60

Highest Level of Education

Less than a high school diplom

Social Networks



Organization Size

Retired

Preferred Method of Communication

Speaking to the parents of kids on the phone

Goals or Objectives

Spending quality time with the grandkids, making sure they are well-fed

Reports to

the parents, paediatrician if needed

Biggest Challenges

Figuring out the technology, remembering to use the app

They Gain Information By

Books, peer experience, their own experience as a parent and information given them from child's parents