

# Sally Squarepants



## Job Title

Tech Manager

## Age

30 to 40

## Highest Level of Education

Master's degree (e.g. MA, MS,

## Social Networks



## Industry

Technology

## Organization Size

501-1000 employees

## Preferred Method of Communication

- Messages from the care taker
- Face-To-face
- Phone
- Nursery apps
- E-mail
- Whatsapp
- Messenger

## Goals or Objectives

How often she expresses

How often baby sleeps for/eats

Keeping tracks of baby's weight/health

Tracking developmental goals

## Biggest Challenges

- Being away from the baby
- Shopping for the baby's needs
- Sourcing baby clothes/toys
- Keeping track of baby products i.e nappies or formula
- Multi-tasking and keeping their mental health
- Budgeting

### **They Gain Information By**

Online courses, facebook groups, health visitors, midwives, their own parents, friends, product advertising and books

### **Tools**

Breast pumps if she breastfeeds