

Ashley Star



Job Title
Mom

Age
20 to 40

Social Networks



Preferred Method of Communication

Any platform i.e twitter, facebook

Goals or Objectives

Keeping the baby alive and entertained

Having someone to speak to

Reason to leave the house

Maintain mental health

They Gain Information By

Facebook groups, red book, midwives/health visitors, parenting books/websites

Biggest Challenges

Finding playmates,

Parents who are like-minded

Be able to chat with other parents any time of the day

Asking for/Seeking help