

Proto-Persona

Bio

32

has
children of
her own (2)

female

Married

works in
finance

Demographics

a big Christmas
lover

Wants to teach
children about the
importance of being
kind and generous

Lives in
Prior
Lake, MN

Busy Lives w/
children's sports
activities and interests

Goals

interested in learning
more about how she
and her children can
be involved more

see other families
have good
Christmases

tries to donate 2-3 toys per
year
(one per child plus a larger
gift from the family)

Pain points/Solutions

If I pick out a toy
virtually, how do I know
THAT toy is actually
being donated?

What kind
of toys
need to be
donated

Not aware
where to
donate

wants to find toys that
are educational,
developmentally
appropriate, and fun

