Susan the Soccer Mom



Age: 38

Work: Stay-at-Home Mom

Location: Georgia

Biography:

* Susan is a typical ‘Soccer Mom’ whose child or children are in sports so she and her family tend to travel to games and tournaments all throughout their sports season
* The games are typically on the weekend to cater to those that have the typical 9-5, but she prefers to travel to wherever they are playing on Friday nights.
* Since she is a Stay-at-Home mom, Susan likes to save money however she can so she is a big fan of coupons, rewards systems, and ‘combo’ or ‘package’ deals

Features she uses:

* Rewards Systems
* Package Deals (weekend deals, bed and breakfast, etc.)
* Email Subscription

Features she wouldn’t use:

* Bundles such as car rentals, flights, or cruises

Likes:

* Saving Money
* Keeping her kiddos occupied
* Planning

Dislikes:

* Last minute changes
* Poor facility maintenance (cleanliness, availability, etc.