



## **Samantha Fillmore**

- 37 years old
- From Newcastle
- Lives in London

## **Behaviours**

- Wishes she could spend more time with her daughter
- Loves reading and watching things with her daughter
- Loves learning new things
- Very active and doesn't get much time to sit
- Tech savvy

## **Demographic information**

- Works full-time as a lawyer
- Is married and has a six year old daughter
- Loves yoga
- Loves children
- Has a dog and regularly goes for walks
- Doesn't know that much about space
- Went to Cambridge to study law

## **Needs and goals**

- Wants to spend time learning with her daughter
- Wants a platform that is easy to use, that her daughter can interact with
- Doesn't have much time so wants instant access
- Wants big bright images that will get her daughter excited about space
- Wants easy to learn facts that her daughter will understand but will also appeal to her