

# Caroline Shaw

Age: 46

@Cambridge

## ABOUT

Caroline is a caring mother and always put her child's needs and wants first. She tries to accommodate to all their desires but is very strict as to what is acceptable or not.

This is especially so when it comes to their viewership of content.

## NEEDS

- Friendly videos that are safe for a child to watch
- Able to discuss with children
- To know their child is responsible and not being manipulated by media

## FRUSTRATIONS

- Seeing her children upset
- Not being able to fulfil her children's needs

## PERSONALITY

**Trait 1:** Listener

**Trait 2:** Caring

**Trait 3:** Pessimistic

## TECHNOLOGY

Apps ● ● ● ○ ○

Internet ● ● ● ○ ○

Social media ● ● ● ● ○

## INTERESTS

Children

TV

Family

Family Time

Parenting

