

Riverview persona #1: Stay at home mother, Samantha



Samantha, 33, is a stay at home mother of three who has a very limited social life. She is looking for a way to get out of the house and engage with other mothers.

She lives in Edina and went to the U of M and earned a degree in communications. Her husband, Terry, is an executive for Honeywell and works a lot of hours to support them.

She writes a blog about being a mother and has a modest following. She loves being a stay at home mother and doesn't want to put her children in day care. But after the last six years of her world consisting mostly of her children and her husband, Samantha is looking for peers with a similar life as her to share and become friends with.

Who Samantha represents: Parents looking for a child-friendly place to meet other parents to engage with while their children can play in a welcoming atmosphere. Samantha believes that family is of the utmost importance and that her children should meet and play with other children in a safe area. She also has a great need to have conversations with adults after the last few years of mostly talking to her children.

She has tried going places that were not child-friendly and spent most of her time monitoring her children, and apologizing to the other customers. During the summer she has gone to a park which is child-friendly but not as adult-friendly. She would like to find a space where she can sit on comfortable chair, not a bench, and where her children can be children with no need to apologize.

Connection to Riverview: These parents are seeking other families to share time together in a safe, friendly place where their children are welcomed. They would like to easily get good food be it snacks or meals that are healthy without having to make extra stops or pack them.