

# A typical PARENT



*"The new math scares me. I feel like I'll never be able to keep up with my kid. How can I help her if I don't understand myself?"*

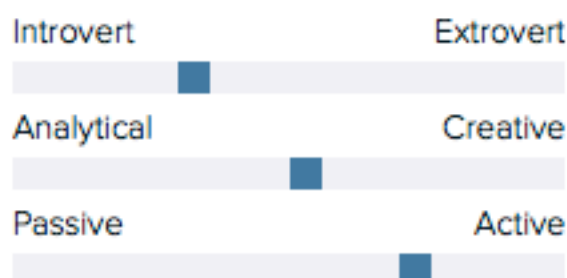
**Age:** 25-50

**Work:** Any

**Family:** Elementary school aged child

**Location:** Seattle Metropolitan Area

## Personality



Tech Aware

Frustrated

Anxious

Impatient

Emotionally Driven

## Goals

- Help her children succeed academically and in life
- Find extracurricular programs that enrich her child's life
- Find academic games and activities for her child
- Balance all the competitive activities with fun, team-building activities

## Frustrations

- Time is the enemy; there's never enough
- Children are educated completely differently and she doesn't understand her kids homework
- The emphasis on testing seems to mean kids don't really learn, especially real-life and work skills, in the classroom. They just learn to take tests.

## Bio

Sara's two children are both in elementary school. As a working parent, she and her partner try to share parenting duties and try to keep a healthy work-life balance. Sara's focus is around school and extracurricular activities. Most of the time, she feels completely lost. She doesn't understand and doesn't always agree with how her kids are taught.

She's concerned that the focus on competition is too prevalent. Testing, sports, and even the games her kids play all focus on winning and build individual strength but not the sharing and team work skills Sara thinks they'll need to succeed post-education.

## Day in the Life

What do I do?

This parent wakes early to help feed, clothe, and organize her children before getting ready for work and is often stressed in the morning. Getting the kids to school never seems to go perfectly. She hopes there won't be any interruptions from her kids' school so she can concentrate on work and leave it at the office. When she's home she likes to be able to focus 100% on her family, helping them with homework, playing or reading. She frequently chaperones or volunteers at their activities. After the kids are in bed (her partner is in charge of bedtime), she spends time online looking for activities or catching up with homework, paperwork.

## Fits Math Adventure

Open to extracurricular activities

Math Savvy

Child empowerment

## Preferred Channels

Word of Mouth

Social Media

Websites

Print Materials

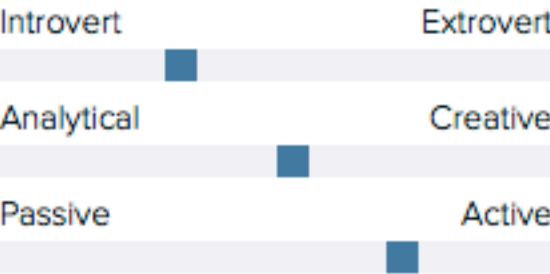
# An ideal HOST



*"The arts are critical to the sciences and vice versa. We have to educate children holistically - nurturing their bodies, minds and spirits."*

**Age:** 30-65  
**Work:** Elementary School Teacher, PTA board member 12 years  
**Family:** Married, mother of 2  
**Location:** Chicago

## Personality



- Tech Savvy
- Motivated to help others
- Patient
- Passionate
- Research-driven

## Goals

- Help her son and students succeed academically and in life
- Find extracurricular programs that replace cut school programs
- Bring fun into the classroom every day
- Keep the school leaderships from making poor decisions regarding children's education

## Frustrations

- Budgets and bureaucracy prevent getting much done
- Parents and educators argue over the littlest things
- Time is very scarce
- Time not at work is spent commuting, can't really be online to research

## Bio

Mary is an elementary school technology teacher and PTA board member. Before becoming an educator, she was a business analyst for 25 years as well as a professionally trained dancer. She understands the relationship between art and math/science education and actively looks for ways to bring both to her "schools." She is an avid researcher who spends hours online and on the phone learning about childhood development. She will go to any expense to ensure the best educational opportunities for her son, her students, and all students in her school district.

## Day in the Life

Get out of my way.

Mary gets up at 5 am, she spends her mornings on the phone catching up with social media while helping her son with homework and getting him to school. She is in the classroom from 7:30 am to 4 pm. After work, she drives her son to events and attends either PTA meetings or is involved in his activities. While at events, she uses her phone to check and post social media or do online research. Dinner is usually fast food, eaten in the car. Home at 9 pm, she quickly updates her to do list on her phone before bed.

## Fits Math Adventure



## Preferred Channels

