

Sandra Newman

"It's an honor, parents trusting me with their kids."



A day in the Life

Sandra has been a teacher for 20 years and has recently transitioned to private daycare. She teaches one of the the pre-school classes at Kid's Cottage and loves it!

Sandra is a single Mom to 16 year old Meghan, who works part-time with the kids in the after-school program. As Meghan grows Sandra is realizing the importance of communication with parents.

About

Age: 47

Gender: Female

Family: Single. 1 daughter, Meghan
16

Income: Middle-class

Education: Masters

Tech Readiness

Computer Type:

- Desktop at work
- iPad at home

Computer Usage:

- Email
- Netflix
- Facebook

Profile

Geographic:

Drives 7 miles to work

Meghan is enrolled in career focused charter school

Psychographic profile:

Motivated passionate teacher

Comfortable with her life

Feels like she's in the right place

User Type:

Comfortable

Customer behavior toward product:

I like talk to parents better than going through a machine

Customer behavior toward client:

I love working here, I wish this kind of place would have been around when Meghan was little.