

Eric Jones

"The girls really seem to like it here!"



A day in the Life

Eric works as an insurance broker. Though his hours are consistent his wife Janette works as an on call nurse for a local hospital. Meaning he is randomly asked to pick up the girls and figure out their daycare needs.

He is unsure of how "the system works." Never knowing how he should interact with the other teachers, parents, and students.

About

Age: 32

Gender: Male

Family: Wife, 2 kids (Anna, 2 & Emily 5)

Income: Upper-middle-class

Education: MBA

Tech Readiness

Computer Type:

- iPad, Laptop

Computer Usage:

- Email
- Office Suite
- Google user
- FaceTimes with family

Profile

Geographic:

Drives 15 miles to work

Moved to the area 6 years ago

Wife works as an on call nurse

Psychographic profile:

Family Oriented spends time with his wife and kids on the weekend.

Uncomfortable making the plans

User Type:

Comfortable

Customer behavior toward product:

Ready for something new, doesn't use the website all that often.

Customer behavior toward client:

No problems, but doesn't know how much he should be involved.