



Lindsay Hisner

Age: 42

Sex: Female

Occupation:: Doctor/Mother

Status: Purchaser/User

Motivations:

Inspire a lifelong passion for learning at an early age and help her kids discover the amazing capabilities of science.

Goal/Objectives:

Exposure her kids to the brain, its innerworkings, and what remains unknown through an engaging and interactive exercises. If the kids can come to their own conclusions and play around with it alone, even better!

Frustrations

Finds the traditional methods of teaching to be dull and demotivating to children. Time is pretty limited and having to troubleshoot items like this can be challenging and discouraging on the part of my husband, myself, and the kids.



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Usage Scenario:

1. Launches website on computer.
2. Go to the store page to choose products that she can do with her 9yo child.
3. Scroll through the page, click on 3 separate products.
4. Unsure what to purchase given the number of options.
5. Click on the Support tab.
6. Send an email to the one provided on the site asking for recommendations on which product to purchase based on my child's interests and my budget.
7. After back and forth communications with BB employee, returns to the website.
8. Locate the suggested product page and purchases the product.

Pain Points

1. Wishes that there was video of the products in action to help teach her children how to use the products for their experiments.
2. Feels the products are not clear when it comes to figuring out what experiemtns can be done with them.