

Nancy New Mom

Background:

- Brand new mom
- Just went through child-birth
- Is learning all the nuances of being a new mom
- Bought all of the books on babies

Demographics:

- Female
- 20-35 years old

Identifiers:

- Desperate for sleep
- Is worried about baby eating enough
- Lacks confidence in most of what she's doing
- Is surfing the internet at the middle of the night
- Relies on her mom friends for advice
- May be suffering from PPA or PPD

Relevant Tasks:

- (Simple) Sleep Blog: Nancy new mom is constantly scouring the internet for articles about how to raise a baby. Recently she's been looking at the best ways to get her baby to sleep. She is desperate and is confused by all the devices on the market. She stops on Swaddle Swap to read a quick article about the best swaddles for her baby. The article is quick and easy to scan which is great for Nancy.
- (Complex) Swaddle Quiz & Buy: Nancy has read countless blogs and still hasn't gotten a good nights sleep despite implementing all the techniques. She is desperate for a silver bullet to get her new baby to sleep but doesn't want to spend 100s of dollars trying to find the



right swaddle. She takes the 5 questions quiz which gives her 5 swaddles options to buy from Amazon based on the quiz answers Nancy is instantly impressed with how quickly she gets her suggestions. She is equally pleased that it sends her to amazon to use their seamless checkout process. Nancy is excited with the 2 day shipping since she is ready to start trying the swaddles ASAP.

- **(Stretch)** Swaddle Return & Buy – Instead of buying the swaddles, Nancy is directed to rent them on the rent screen. Then she tries the 5 swaddles that she rented but only 2 of them worked well for her baby. One was designed for winter and the other for spring. She wants to buy 2 swaddles and return 3. She logs into her account, finds her rental cart and selects the radio buttons to buy 2 and return 3 of the. She checks out and confirms the card on file and then follows the instructions to put the other 3 in the return bag and drop them in a UPS drop-off location for fast return.

Betty Back to Back Mom

Background:

- Mom with multiple kids under 5 years old
- Is balancing a toddler and a newborn
- Has multiple children that don't sleep consistently
- Feels more like a pro since she's been through this before

Demographics:

- Female
- 25-40 years old

Identifiers:

- Desperate for sleep
- Is confident in what she's doing but this baby is different
- Doesn't remember having the some of these issues with the last baby
- Her house is chaos and she feels like she just speaks toddler all day
- Is overwhelmed and worried about giving the new baby enough attention

Relevant Tasks:

- (Simple) – Betty's new baby doesn't like any of the items her last 2 kids enjoyed. The swaddle is no exception. She's confused because these swaddles worked for the older 2 kids and she doesn't want to invest in more swaddles when this is her last baby. She does a search and finds the home page. She is really curious about how the rental service works so she clicks on "learn more" and is pleased to find that the terms are easy to understand and that she can rent to try out different swaddles before making a commitment.
- Stretch 2(Complex) – Betty wants to help other new moms and doesn't know what to do with the swaddles that she has that her new baby can't use. She finds the "Donate" link on the page and learns more about how Swaddle Swap will send her a shipping label for her



used swaddles and will donate them to a family in need on her behalf. She goes through the process quickly, prints the label and sends the swaddle back through a UPS drop box, which is conveniently located by Target, her favorite store.

Mary Mom Again

Background:

- Mom again after having older children
- Older kids are in activities and are sleeping well
- Feels like a new mom again
- Feels like she's starting over
- Wasn't expecting this baby

Demographics:

- Female
- 30-45 years old

Identifiers:

- Desperate for sleep
- Is curious about new devices to help baby sleep
- Is doing a lot of research in the middle of the night
- Drags the baby along to all the older kids activities
- Doesn't have friends to talk to about a new baby



Relevant Tasks:

- (Simple Task) – It's been a while since Mary had a baby and she's lost. She doesn't even know where to start when it comes to swaddles. When her other child was a baby there were very limited choices. She does a search about swaddles and finds the Swaddle Swap article on how to choose the best swaddle. She is able to quickly scan the article and clicks on the link to take the quiz.
- (Stretch Complex Task) – After taking the quiz, Mary gets 5 suggested swaddles and she is ready to try them out. Knowing this is her last baby and she got rid of all her previous baby items, she wants to try out a few swaddles before committing. She goes through the

process and sees that she will get her 5 swaddles in 2 days with a return shipping bag for swaddles that don't work. Mary is relieved that the rental was reasonable but understands if the swaddles aren't returned she will be charged full price for each swaddle.

- **(Stretch)** Swaddle Return & Buy – Nancy tried the 5 swaddles that she rented but only 2 of them worked well for her baby. One was designed for winter and the other for spring. She wants to buy 2 swaddles and return 3. She logs into her account, finds her rental cart and selects the radio buttons to buy 2 and return 3 of the. She checks out and confirms the card on file and then follows the instructions to put the other 3 in the return bag and drop them in a UPS drop-off location for fast return.

-