

# KAREN, MOTHER OF THREE



**Name:** Karen Smith

**Age:** 36

**Occupation:** Dental Assistant / Single mother

**Location:** Suburbs of Boston, MA

**Goals/Motivations:** To provide the best possible life for her children while making ends meet

**Concerns:** Working a job and being a full-time mother can be a lot of work, and the money is not great. She worries about paying off student loans, paying the bills on time, getting dinner ready for her family every night and providing new clothes to her ever-growing kids.

## HER STORY

Karen is a 36 year old dental assistant that just got divorced a couple of months ago. She works in downtown Boston but commutes from the outskirts of Lynn every day. She is now singlehandedly taking care of her three kids with the occasional help of her parents. She has a stable job, but thanks to the increasing prices of gas and amenities, the budget just keeps getting tighter. This is of no help when she has to take care of three growing children, who rapidly shed the clothes she buys them while still furnishing her new, smaller, apartment and preparing for the Holiday season. Karen, like any other woman, loves shopping. However, she is really careful about spending and keeps an eye out for sales and clearances in anything she may need. However, it has become increasingly hard to shop with three energetic children to keep track of, which is why she needs a more efficient way to keep organized.

### HER CONCERNS

Bills are getting increasingly harder to pay. Prices in gas and electricity keep going up. The children keep outgrowing their toys and clothes, getting more expensive tastes as they grow older.

### HER NEEDS

To find cheap, quality things with which to furnish her new apartment. To be able to dress her children for all weather possibilities (coats for winter, swim suits for summer...). She can't go too far for a good deal, should be close to home. An easy, efficient way to save money.

### HER LIKES

Shoes (duh). Shoe shopping. Buying quality, durable clothes. Having a range of options to appease her kids. Doing research, reading reviews.

### HER DISLIKES

Fast fashion chains and cheap fabrics. Unorganized discount bins. Overpriced designer names. Having to travel long distances with her kids.