

TO THE POINT

ON THE GO

CRITICAL



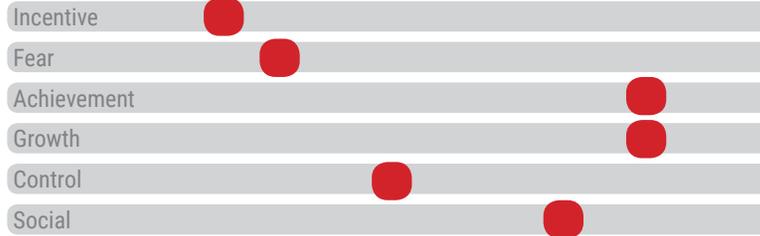
No Nonsense Kate

35, Mother of Two

Seattle, WA
Senior Editor

“ I like when things are just easy and convenient. If I have to think too much about it I'd just rather not do it.

MOTIVATIONS



GOALS

- Save time in her daily routine
- Focus on what matters at the right moment
- Be involved and informed as much as possible

FRUSTRATIONS

- Inconsistent communication
- Last minute information or updates
- When details are not included

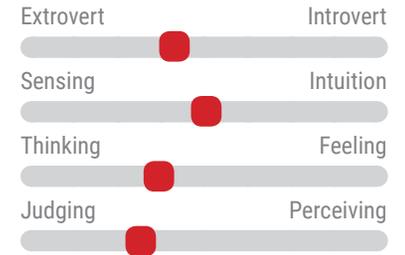
EDUCATION

- BA, English—UC, Irvine
- MA, English—UC, Irvine
- PHD, English—UC, Irvine

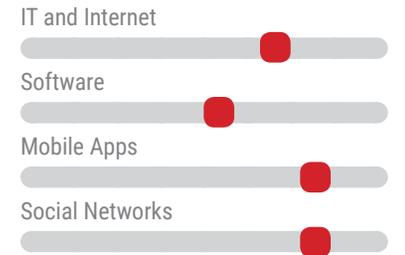
PROFILE

Kate is married with two kids (daughter 5 years and son 2 years). She holds down the home while maintaining her professional role as a Senior Education Curriculum Editor and Developer. Her days starts early in order to get her kids out the door on time to make her 8AM stand-up meetings. After a hard day, she picks up her kids from school around 3:30 and takes them straight to the park to run off any extra energy before getting dinner on the table. When she has free time she loves to experiment with cooking, reading, and planning family outings such as camping and hiking.

PERSONALITY



TECHNOLOGY



BRANDS



I fell like dropping off my kids should be as easy as returning a library book

I really hope today isn't a repeat of yesterday morning

Am I forgetting anything? Coffee, lunches,... underwear?

Tired, just tired and I still need to get groceries before I pick the kids up

Make sure you've signed the field trip form!

There's a new policy for late drop off starting next week.

Next week we are closed for maintenance

Soccer practice starts today.

Has anyone see my kids bunny? It's gray and smells old.



Think & Feel?

Say & Do?

Hear?

See?

Shuffles through paperwork to find the right sign in page.

Here's a change of cloths. Please give them to your teacher. (hand over)

I can't be late today! (rushing kids ot the door)

Those aren't your clothes. What happened to your clothes? (looking for clothes)

Every time I drop off my kids there is a line at the sign-in sheets

Piles of cloths that could be my kids' or not

There are around five different calendars on the wall that all say something different

Panic

Ah! the hidden folder with three month old need request

Slow moving parents

Too much hassle in the morning

Pains

Too many variables

Not sure what is a current calendar

Not sure if her children have what then need for the day

Gains

Feel less rush and better prepared for her work day

Include her husband in the duties

In the know of what is current

Can plan ahead