# Amanda, the Stay-at-home Mom



*"Life as a first time mom can be hectic. I need a place away from home to unwind with good coffee and good friends"*
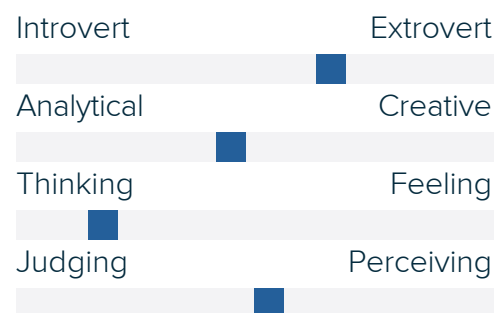
**Age:** 31
**Location:** Fresno, CA
**Life Stage:** Married with one child
**Education:** Bachelor's Degree
**Occupation:** Stay-at-home Mom

## Personality

Introvert —————————— Extrovert

Analytical —————————— Creative

Thinking —————————— Feeling

Judging —————————— Perceiving

| Easygoing | Motivated |
|-----------|-----------|
| Observant | Protective |

## Background

Amanda is a stay-at-home mom whose days start early and nights are late so coffee is something that keeps her going throughout her long, busy days. Having a routine is important for her so she can keep her schedule organized and on-track. Her days are occupied by taking her of her daughter. When she has time to herself, she enjoys catching up with friends at a coffee shop.

## Motivators

- **FAMILY** - Her husband and daughter are the most important parts of her life.
- **SOCIAL** - Motherhood can sometimes feel isolated so she relies on her friends for support and company.
- **CONVIENCE** - Location and accessibility is important to Amanda.
- **PREDICTABILITY** - Consistency is an important factor when Amanda considers brands.

## Behaviors

- **ORANGIZED DAILY SCHEDULE** - Amanda's morning consists of getting her daughter fed and ready. She spends the day taking her daughter to the park and on playdates. While her daughter naps, Amanda catches up on social media and cooks dinner. The evening is consisted of spending time with her husband after he comes from work. After her daughter goes to bed, Amanda relaxes and watches TV with her husband.
- **SPENDS TIME WITH FRIENDS** - Every weekend Amanda catches up with friends at a coffee shop.
- **SOCIAL MEDIA** - Amanda likes to post often on social media. It helps her to stay connected with friends and family during the day.

## Goals

- To be able to quickly scan the menu
- To find information regarding locations, promotions, new products
- To have a place to spend time with friends

**Reason to Visit Website:** Look at menu before heading to the coffee shop

## Frustrations

- Browsing menu is time consuming
- Does not like website's that are unorganized and hard to navigate
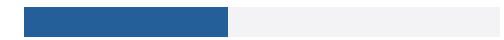
## Technology Usage

Mobile

E-Commerce

Social Networks

Tech Savviness

## Brands