

Singlebound Creative Users, Goals & Personas


Client: Gymboree


Project: My Play and Music Site


Date: 12-04-07

Users	Goals
Prospective Customers	Classes <ul style="list-style-type: none">• Overview• Learn about• Enrollment• Schedule• Costs• Free trial Locations <ul style="list-style-type: none">• Find near me Facilities <ul style="list-style-type: none">• What amenities• Who are the resident experts
Birthday Parties	Party Plan <ul style="list-style-type: none">• Overview• When• Where• Book a party• Themes• Costs Invitations <ul style="list-style-type: none">• RSVP• Tracking ability
Existing Customers	Membership <ul style="list-style-type: none">• Additional classes• New enrollment• Update membership• Update profile• Update billing• Personalization of child's site V2
Friends and Relatives	Purchase <ul style="list-style-type: none">• Gift cards• New enrollment/membership
Potential Franchisee	Franchisee <ul style="list-style-type: none">• Opportunities• What's involved• Cost• Next steps



Personas	
User 1 Prospective Customers	
Julie Hanson	Female Age – 20-40
	<p>Lives and works in an urban setting, married, successful, college educated and stretched for time between family and work. Works part-time and often telecommutes from home.</p> <p>Would like to find child development and parental guidance classes near her family home.</p>

User 2 Birthday Parties	
Barbara Johson	Female Age – 30-40
	<p>Lives in an urban setting, married, stay at home mother of several children. Spends time juggling children errands, daily domestic chores and volunteer duties.</p> <p>Likes to maintain social schedules of children and family activities with others and her own.</p>

User 3 Existing Customers	
Alexandra Smithers	Female Age – 20-40
	<p>Single mother, lives and works multiple jobs in a suburban setting, has one child. Family very involved in child development and child support.</p> <p>Appreciates and advocates the child classes and parental information. Early enrollment for additional and new classes.</p>

User 4
Friends and Relatives

Suzy Coulter **Female Age – 40-80**



Retired grandmother, very active and involved in grandchildren's development.
Grateful for gift cards, online membership, and monitoring features and the ability to participate in her grandchildren growth and improvement.

User 5
Potential Franchisee

Cindy Romanowski **Female Age – 30-60**



Married mother, years of experience in child development and/or child psychology background, entrepreneurial minded with a postgraduate degree.
Motivated in participating in a franchise that benefits children, parents and continues her business interests.