




Individual Persona (No.1)

Persona	Professional working, mother of two
Photo:	
Fictional Name:	Claire Turner
Demographics:	<ul style="list-style-type: none"> • 34 years old • married • mother of 2 children • full time professional in middle to higher income bracket • pays a nanny to look after her child during daytime hours • lives in Richmond, West London
Environment / Context:	<p>Claire works all day in Central London and gets back home around 6.30pm before releasing the nanny who has fed her children. With her husbands involvement the childrens getting 'ready for bed' routine takes until 7.30pm. Claire and her partner then eat before she takes an hour to watch TV or hook up with friends on Facebook/email/skype via her tablet/mobile.</p>
Goals, needs	<p>In recent months Claires' youngest 13 month old child has been taking up to 3h to settle down to sleep and has been waking up a couple of times in the night crying. Claire is having no evening time to herself as she's constantly settling her down child down and now wakes up most mornings feeling exhausted.</p> <p>Claire needs to find out:</p> <ol style="list-style-type: none"> 1) What can be causing this recent unsettled sleep pattern in her child? 2) What do experts 'out there' say about this scenario?

User motivation

3) What is the best solution to get her child sleeping regularly again?

4) Is there some short-term form of professional advice she can seek out at a reasonable cost to guide her until things have been sorted out?

5) Is there a sleep consultant in her area of London who others can recommend?

- Wants to end being physically run down and tired, mentally anxious
- Her child is getting irritable and now needs longer naps in the day to make up for lost sleep at night. This is unnerving the nanny.
- Striving for a balanced life...work, partner, child, personal time, keep the nanny happy.