




Individual Persona (No.2)

Persona	Professional working first-time mother
Photo:	
Fictional Name:	Wendy Backman
Demographics:	<ul style="list-style-type: none"> • 27 years old • with long-term partner • soon to be first-time mother • full time professional in middle to higher income bracket • lives in Mortlake, West London
Environment / Context:	<p>Wendy has been commuting into Central London since 22 and the last few months have been extra busy preparing for the birth of her first child with house decorating and ante-natal classes. Wendy is now on maternity leave. Quality time to sit down at a desktop computer is rare so mobile time on the move or tablet time on the sofa is her best chance for web access.</p>
Goals, needs	<p>In the lead up to having her first child Wendy is naturally on edge about ‘all things new’ including what the best approach is to help her new born baby sleep and all other related matters.</p> <p>Wendy wants to know:</p> <ol style="list-style-type: none"> 1) If there’s someone local and professional in sleep consultancy who she can call at a moments notice for help and advice 2) What experts in the field say regarding a newborn babys sleep and bedtime routine – any tips and informed articles to read?

User motivation

- Stepping into the unknown, anxiety, fear, uncertainty. Need for reassurance, peace of mind, that she is doing things right and if not knowing what can be done about it.
- Drive to be prepared, knowledgeable and equipped to deal with a first child's needs.
- Meet her child's needs to provide protection, a healthy start to life and a happy beginning.