



# Christine

**FUNCTION:** Nurse, R.N

**LOCATION:** Kansas City, MO

**GENERATION:** Millennial

## BEHAVIOR/CHARACTERISTICS

- Wants to balance Career and Mom life
- Both her and her husband work so daycare is a critical need
- Does a lot of non-work functions on mobile device
- Loves Tech and Gadgets

## NEEDS/GOALS

- \* Need a place that is not too far away from my route home or to work
- \* Need to have a place that is affordable
- \* Want to have a place that helps her kid grow
- \* Needs to be able to get updates about her kid during the day
- \* Needs a way to stay updated on daycare activities
- \* Wants to have an easy way to pay for daycare

## CHALLENGES/FRUSTRATIONS

- \* Finding Punkin' Patch Daycare information
- Finding out what learning style their child will encounter at their chosen daycare
- \* Figuring out how much the daycare costs quickly
- \* Balancing searching for daycare with the full-time job of being mom and a nurse on-call

"I want to bring my child to a place where they are well taken care by people who love them almost as much as I do."