

User Type	Description	Goals	Tasks
Busy Mom	The busy mom is looking for information quickly, especially “where to register”.	Get registered for class	Find information about classes offered, dates, times, and locations. May want to know what to do ahead of time to prepare.
Detail Oriented Mom	The detail oriented mom wants information about best practices during adolescence. She is focused on doing it right.	To assess the credibility of the organization and the speakers; to understand what will be discussed; to find additional resources;	Find information about company, speakers, curriculum, what to expect, resources for further study; may also want support for encouraging reluctant preteens to attend.
School Administrator	The school administrator would like to learn about programs offered to schools (students and/or parents)	Provide quality content to school community; address specific concerns of community	Find information about talks available to schools focused on students/ parents/teachers; may also be interested in books.
Supportive Dad	The supportive dad is focused on participating in the adolescence of his children.	Learn about the programs; get registered for class	Find information about the programs and how to register.
Parental Guardian	The parental guardian is not the child’s parent. This person wants to know if they can attend with the preteen in their life.	Assess if it will be ok to attend as a non-parent with a preteen.	Find information about classes, who attends, curriculum, additional resources, books and how to register.
Worried Parent who is considering coming to class with preteen	Perhaps from a more sheltered and/or conservative background - may or may not be faith	Assess if the content will be “ok”	Find answers to questions like: Is my child ready? Will the instructor talk about things I feel are

	<p>based...</p> <p>Sometimes from an abused background/story.</p> <p>Sometimes a first generation American - Indian/Asian family</p> <p>Not comfortable with talking on certain topics now or ever in life growing up</p> <p>Parenting style is one that prefers to shelter child - less television, more rules at home, child goes to a private/independent school</p> <p>Might be a single parent or married with a conservative spouse</p> <p>Worried about this conversation with their child - will the content be ok? is my child ready? will the instructor talk about things i feel are not a fit for my family - common troubling topics - sex in general, oral sex, masturbation, birth control, sex before marriage, same sex marriage</p> <p>Wants to talk to someone by phone about the content -</p>		<p>not a fit for my family? Common troubling topics - sex in general, oral sex, masturbation, birth control, sex before marriage, same sex marriage.</p> <p>Seeks phone number for conversation to alleviate these worries.</p> <p>(Possible to have something in Spanish, specifically to lead non english speakers in a productive direction?)</p>
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	<p>be reassured that tone/content/material in line with their family construct</p> <p>Has heard some scary things about class from friends in same community</p> <p>Not sure there would be many of these, but possibly could be - when English is not their primary language. Possible to have something in Spanish, specifically to lead them in a productive direction?</p>		
<p>Parent Community Advocate</p>	<p>Most often a woman, leader/advocate/networker in the community, child in school/group that she is representing, mover and shaker in her own field and now is taking on the lives and content of her child's parent group, confident, competent event planner</p> <p>Sometimes she wants a private function with her daughter and their friends</p> <p>Email asking about parent talk for school/community group</p>	<p>To provide quality content to her child's parent group; to be seen as a leader/advocate in her community</p>	<p>Seeks information about a private function with her daughter and their friends.</p> <p>Seeks information about parent talk for school/community group</p> <p>Seeks information about session with students - loved the class and now wants to bring it to more kids or have another topic brought to kids</p> <p>Wants to know what we can do, for how much, how many kids/parents, price</p>

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<p>Curious Colleague</p>	<p>Experienced health educator of some sort - could be social worker, nurse, student, planned parenthood, teacher, MD</p> <p>or could be inexperienced health educator but wildly enthusiastic about the possibility of being one and especially enthusiastic about this subject because they have a personal story about sex ed they then tell us</p> <p>Interested in bringing this class to their town in West Virginia, Chicago, Vermont, Arkansas or being trained in the curriculum and teaching it themselves</p> <p>Wants to know how to be involved, get trained, bring</p>	<p>To develop deeper engagement with the business of Great Conversations</p>	<p>Seeks information about how to be involved, get trained, bring classes, volunteer, write a book, learn more, start their own exact thing</p>

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<p>Desperate Parent of a teen</p>	<p>Frazzled parent of teen - feels like now that their teen is this age there are so many things to worry about as a parent -and all of it gets confirmed by the media - eating disorders, promiscuity, drug use, sex, suicide, terrorists, date rape, instagram addiction, college prep, bad attitudes, bad grades, addiction, social media binging, video games, rudeness, insolence, laziness, stress, loneliness, bullying, isolation, not making the grade/team/play/expectations</p> <p>This parent came to class when their teen was a preteen and really loved the content and is desperate for some MORE information on how to navigate this new space....looking for resources, input, private counseling, life coaching, parent/teen classes, parenting classes, articles, research....honestly,</p>	<p>Resolve their perceived family crisis</p>	<p>Desperate for some MORE information on how to navigate this new space....looking for resources, input, private counseling, life coaching, parent/teen classes, parenting classes, articles, researchhonestly, anything to recreate the time they sat in the auditorium at Children's and the only thing they were worried about was a period.</p> <p>(Needs to be clear we are not therapists or health care providers that can address their specific issues but happy to address general issues for the general public.)</p>

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<p>Dad with an Assignment</p>	<p>This is a variation on clueless dad. The overwhelming majority of visitors will be moms, but some of them will see or hear of the classes, then "assign" the dad to</p>	<p>Get his "assignment" completed.</p>	<p>Where do I click to register? Is that all I have to do? Great! - and in fact would prefer to do it on his mobile using a link</p>

	<p>follow-up with registering himself and their son. He will want this as expeditious as possible - where do I click? is that all I have to do? great - and in fact would prefer to do it on his mobile using a link.</p>		
<p>Parent with a child who is not mainstream</p>	<p>Could be a child with special needs and they want to know if this is appropriate.</p> <p>Or they are desperate to get the child for sex ed since they really don't know where to begin on that subject.</p> <p>Could be a child with emotional/intellectual challenges who is younger or older than our age range and they want to know if the child can come anyway.</p> <p>Could be a physical challenge that would make logistics difficult.</p> <p>Could just be a child who is "different."</p>	<p>Assess if the class will be ok for their "not mainstream" child</p>	<p>Will the class be able to accommodate my child's (fill in the blank [age, differences, need for physical accommodation, etc.]?)?</p>
<p>Same Sex Parents</p>	<p>They might want to know two things - First, would they be welcome (could both come? Can one</p>	<p>Assess attendance options/requirements;</p> <p>Assess if the class is appropriate and</p>	<p>Find information about: Would they be welcome? Could both come? Can one</p>

	<p>come one week and the other next? Would it be better to find an adult of same gender?...);</p> <p>Secondly, they might want to know if we cover sexual orientation (or gender or whatever) in class so they feel the message is appropriate and welcoming for their family structure.</p>	welcoming for their family structure.	<p>come one week and the other next? Would it be better to find an adult of same gender?...);</p> <p>Find information about: Do we cover sexual orientation (or gender or whatever) in class</p>
The Aimless Wanderer	<p>This could be someone who is bored and surfing the internet and comes upon our website. Who we are and what we do needs to be easily found and straight-forward.</p>	Find information in very few clicks.	What is this company and what do they do?