



BUSY WORKING MOM MARGO

"She loves her work as a real estate attorney and enjoys being a wife and mom. Margo struggles to find work life balance."

Age: 39

Education: Margo graduated from Georgetown University with a BA in Political Science and earned a JD from the University of Washington School of Law.

Occupation: Margo works for a Seattle law firm as a real estate attorney. She took 6 weeks off when each of her children were born.

Family: Margo is married to an architect. They have two children, a daughter, age 11 and a son, age 8. They live in the Queen Anne neighborhood of Seattle and the children attend The Bush School.

Household Income: \$350,000.00

Profile: Margo is always on the go. With two school aged children, a husband and a busy career, something always needs to be done. She loves her work as a real estate attorney and enjoys being a wife and mom. Margo struggles to find work life balance.

Margo is part of a close network of moms who share information about everything from the best ballet teachers to what to bring to the class potluck. This network is a great way to stay current on what works best for kids. Lately, everyone has been attending a "Me and My Body" class at Children's Hospital and Margo thinks this sounds like a great idea.

Internet Usage: As a busy person, Margo uses the internet to make her life easier. She orders household supplies from Amazon, keeps in touch with the school calendar through their web site and pays her bills online. Her iPhone is her primary portal to the internet, yet she uses a laptop at work.

Website Goals: Margo would use our website to find information about classes. She will need information about when and where classes are held and be able to quickly register for an upcoming class. She will want to quickly understand why we are the best at what we do and learn about the benefits of attending our classes.

Wants and Needs: Margo needs to be able to scan the dates and locations for upcoming classes and complete the registration quickly from her phone. She needs to see descriptions and benefits of each class offered. Margo wants to know that she is getting the best information for her daughter from the most credible source.