



## SINGLE DAD OF DAUGHTER

# STEPHEN

"After the divorce, Stephen changed jobs and downshifted his career to create more time for the kids. He really wants to do this right."

**Age:** 44

**Education:** Stephen graduated from UC San Diego with a BS in Engineering.

**Occupation:** Stephen works for PACCAR as a mechanical engineer. He has been with the company for 4 years.

**Family:** Stephen is divorced. He has three children, a daughter age 11, a son age 9 and a younger son age 6. His former wife and he share custody of the children and live close to each other in the Montlake neighborhood of Seattle. The children attend Montlake Elementary School.

**Household Income:** \$150,000

**Profile:** Stephen is committed to being a great dad. When he was married, he often felt like "the assistant mom", instead of an equal partner in parenting. After the divorce, Stephen changed jobs and downshifted his career to create more time for the kids. He really wants to do this right.

Stephen's daughter is beginning to enter adolescence. He has noticed some changes in her openness to talk to him about personal matters. As well, her friends seem to be taking on a more significant role in her life. Stephen needs some coaching on this next phase of parenting. His pediatrician suggested investigating the "Great Conversations" web site for resources and possibly a class to attend.

**Internet Usage:** Stephen uses the internet as a resource and for entertainment. He researches bikes and cycling gear, pays bills and browses online dating sites. He prefers surfing the web to watching television in the evening. Stephen uses a PC laptop at home and work. He also has a smart phone and an iPad.

**Website Goals:** Stephen would use our website to find information for parents about girls in adolescence. He would search for articles with advice, books and classes. He will need information about what the classes cover and who should attend (are Dad's welcome?) He will want to know if we are credible sources of information.

**Wants and Needs:** Stephen needs to be able to browse for information about girls in adolescence. He will want to find books, articles, resources and information about classes. He will be very interested in what the classes cover and if Dad's are welcome. Stephen will want to easily establish the reliability of the source of this information.