

Lucy D



Background

For the last 5 years, Lucy has been earning her living as a primary school teacher for year 5. Before this, Lucy studied at Trinity College of Music and then undertook a PGCE. She's interested in the arts and feels that lessons have remained static for the last 3 years. She finds the website after searching for 'new approaches to teaching' and was pleasantly surprised to find that she can access this information for free. Intrigued, Lucy then looks around the site and discovers a resource which she'd find useful. As Lucy is a teacher with 2 young children she has a busy lifestyle, but can find time during the day to visit the website as part of her work.

Motivations

- Ensure she keeps up with latest standards in teaching
- Get her lesson planning done as quickly as possible
- Ensure she's meeting current teaching criteria
- Find something interesting or different to do in class to keep herself motivated
- Provide the best learning experience for the children she teaches

Goals

- Find an activity for her class on Monday
- Download resources she can print and annotate
- See a practical example of a classroom technique

Frustrations

- The current site makes it hard for her to find resources relevant to primary educators
- Once she's found a resource, she can never find it a second time
- If the site is slow, she gives up. She doesn't have the time.

“I need something to inspire me, but I'm not sure where to find it?”

Age: 32

Location: London

Occupation: Primary school teacher

Marital Status: Married

Children: 2

+ Busy

+ Independent

+ Impatient

Technology

Devices used to access the internet



Frequency of internet use
3 hours per day

Expertise



Relationship to brand

How well do they know the organisation?

not well very well

What's their perception of the organisation?

negative positive

What elements of the programme do they know?

None.

They see the organisation as:

Friendly but confusing, she doesn't know exactly what the organisation does.

Name:

Background

Motivations

Goals

Frustrations



Age:

Location:

Occupation:

Marital Status:

Children:

Attributes:

Technology

Devices used to access the internet



 Frequency of internet use

Expertise

Internet

Mobile

Social media

Relationship to brand

How well do they know the organisation?

not well very well

What's their perception of the organisation?

negative positive

What elements of the programme do they know?

They see the organisation as: