

Carmen Smith, Quality Ideas for a Working Mom



Age: 38

Gender: Female

Status: Single

Location: Raleigh, NC

Occupation: Graphic Designer; \$60k

Responsibilities: Design & Editing

Description

Carmen is a hard working mother of one. She works as a graphic designer at the local news station and frequently has to work late hours to meet deadlines. Carmen loves her daughter Lilly but worries that she won't have time to plan fun activities for them to do together due to her demanding work schedule. She likes to plan creative activities for them to do together because Lilly loves to do arts and crafts and to cook. Carmen also desires to cook wholesome meals for her small family but doesn't have time to cook for hours after work. She wanted to interact with other people with comparable lifestyles so that she can get ideas on how to balance work & home.

"Whenever I have free time I like to do productive activities with my daughter."

Goals & Task

- Needs creative activities to do with her daughter
- Would like to find easy recipes to use since she is frequently busy with work
- Hoping to find an easy to navigate network of other women like her who want to share ideas that can supplement their households

Technological Ability

Computer Use



Social Networking



Videography



Blogging/Posting



Photography



Devices

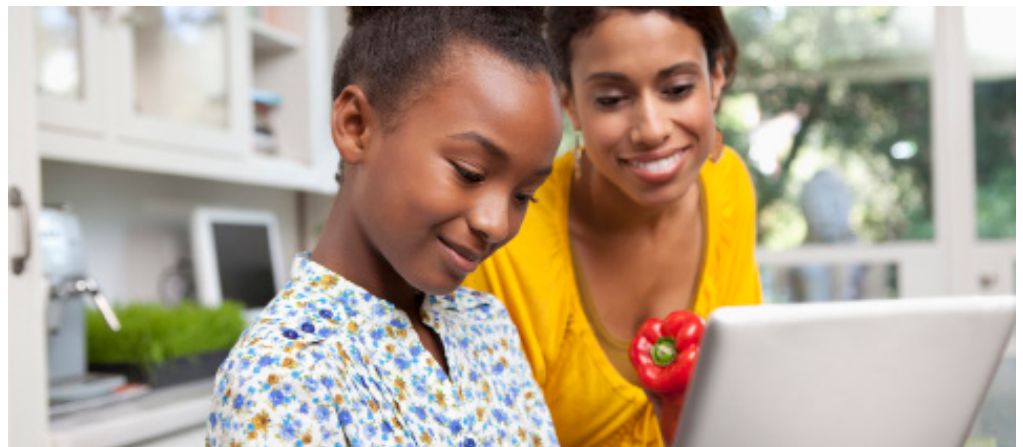
MacBook Pro & Pad 2

Similar Platforms

Etsy & Trippy

Influences/Other Users

Lilly Smith (Her 9-year-old daughter)



Frustration

- Not having enough time to prepare wholesome meals for her family
- Not creating memories and special moments with her child
- Not having a reality kid-friendly platform for her daughter to use on the web

Carmen Smith, Scenario

Other Users: Lilly Smith (Carmen's Daughter)

Interface: Pinterest.com or Pinterest app

Background

Carmen Smith is a 37-year-old single African American mother residing in Raleigh, North Carolina. She works as a graphic designer full-time at a local news studio. She is frequently busy due to her strenuous work schedule. When Carmen has free time she tries to spend as much time as she can with her 11-year-old daughter, Lilly. Carmen and Lilly enjoy doing creative activities together and are always searching for new ways to have fun. Carmen came across the Pinterest website while searching for activities to do with Lilly.

Goals

Carmen's goal was to come up with productive activities to do with her daughter in order to create interesting and memorable moments that will benefit their bond as mother and child. Since Carmen works a lot she strives to make sure that the time that she spends with her daughter is dynamic and conversational. Carmen uses the Pinterest app and website to download do it yourself projects, arts and crafts projects and recipes to try with her child. Carmen also interacts with a network of working moms who share ideas, recipes and activities by capturing the moments through photo and video and sharing or, "Pinning" them onto her page. Carmen's overall goal is to spend time with her daughter doing activities that are stimulating and fun rather than just sitting around watching television or being unproductive. Her daughter also enjoys cooking and arts and crafts so the activities on Pinterest are very helpful to Carmen. Carmen's daughter Lilly sometimes uses the Pinterest mobile app on her own to find activities to do. Carmen allows this because she feels that Pinterest is a safe platform for her child to use.

Skills

Carmen graduated from North Carolina A&T State University with a degree in graphic design. She uses various computer programs in order to manipulate different forms of media at her job. She uses computer devices and camera equipment on a daily basis in order to edit and produce films for the news studio that employs her. She also has a fundamental understanding of photography. Overall, Carmen's technological skills are quite adequate. She is able to interact with the Pinterest platform with no real difficulties. Carmen and her daughter frequently share the ideas, recipes, and activities they come up with by capturing, uploading and "Pinning" their post. They are also able to share posts that other people have come up with, that they've tried and enjoyed.

The image shows the Pinterest logo, which is the word "Pinterest" in a stylized, rounded, pink font. The letter 'P' is significantly larger and more decorative than the other letters, which are in a consistent, rounded sans-serif style.