

TODDLE

USER PERSONA # 1



*“Not everyone
with kids has
a car!”*

Alice Gladstone

AGE	36
OCCUPATION	Policy Manager
STATUS	Married
LOCATION	Suburbs of City of Leeds
GENDER	Female
EDUCATION	Masters degree

Creative

Organised

Friendly, Outgoing

Mum of baby & toddler

Enjoys Socialising/Groups

Exploring New Places/Meeting People

Goals

- Finding affordable activities and groups within walking distance
- Locating child-friendly places in the city and on local bus routes
- Parent-recommended places to eat with toddlers

Technology:

iPhone 6

MacBook Pro

Software:

Facebook

Instagram

TODDLE

USER PERSONA # 2



*“A soft-play-centre
that serves nice
food & good
coffee!”*

Clara Daily

AGE	35
OCCUPATION	Data Manager (part-time)
STATUS	Married
LOCATION	Suburbs of City of Leeds
GENDER	Female
EDUCATION	Bachelor's degree

Home-bod

Mum of 2 boys

Health Conscious

Foodie-health Blogger

Yoga & Keep-fit Enthusiast

Goals

- Finding an indoor softplay-centre that serves nice food & good coffee
- Getting recommendations and advice on activities and places
- A range of activities and events searchable by age-range

USER PERSONA # 3



*“I’d like a
‘what’s on by day’
feature”*

Sally Rush

AGE 41

OCCUPATION Manager (full-time)

STATUS Married

LOCATION Suburbs of City of Leeds

GENDER Female

EDUCATION Bachelor’s degree

Busy, Caring, Compassionate

Mum of one 4 year old girl

Second child on way

Great listener, Funny

Nature lover

Runner

Goals

- Finding recommended ideas of where to go & what to do
- Getting in touch with local mums
- I’d like a what’s on by day feature and the best of what’s going on