

Educational Services Parent Decision-Maker Persona

Profile

Name

Jane Sample

Age

39

Location

Suburban Area, USA

Occupation

Project Manager

Education Level

Bachelorâ€™s Degree

Family

Married, 2 children (ages 8 & 12)

Goals

- Find high-quality educational activities for her children
- Support childrenâ€™s academic and personal growth
- Identify programs that fit family schedule and budget
- Ensure safe and inclusive environment

Frustrations

- Overwhelming number of choices
- Lack of transparent information
- Busy, limited time to research or commute
- Concerns about program quality

Decision Process

1. Identifies childâ€™s needs and interests
2. Researches available options online
3. Asks for recommendations from friends, school, online groups
4. Compares reviews, cost, schedule, and staff qualifications
5. Visits or contacts top choices
6. Discusses with child and family
7. Makes decision and enrolls

Information Sources

- Online search
- School newsletters
- Parent groups on social media
- Friends and neighbors
- Educational service websites

Key Criteria

- Program reputation
- Safety measures
- Evidence of child outcomes
- Location and schedule flexibility
- Affordability

Quotes

- “I want something that fits our family life without sacrificing quality.”
- “It’s important our kids feel supported and inspired.”