



General persona of a SleepBabies website user

Who might be a SleepBabies web user (persona group):

Parent or prospective parent (male or female), especially a first time parent with no experience of getting their child to sleep OR those who've previously never had sleep problems with their children.

State of a SleepBabies web user:

Tired and pressed for time with a new child to look after. Anxious and needing reassurance as to what the best response is to their child's needs. The parent is most likely multi-tasking and wanting information quickly from the website so often using a tablet or mobile phone. The web user may be prepared to spend money for professional advice, guidance and consultation in a number of different ways.

What will the web user be looking for - *in general*:

- what 'free tips' can I acquire from SleepBabies?
- what authoritative, in-depth articles are available on sleep related topics?
- how can I be sure that the sleeping behaviour of my child is right for its age?
- is a consultation service / personal visit available?

What will a user need to know about SleepBabies - *specifically*:

- who is behind 'SleepBabies'?
- what professional credentials does this consultant have?
- what is SleepBabies approach to dealing with child sleep problems?
- how much will it cost to use the services of SleepBabies?
- are their different levels of consultation available according to my needs, finances and time available?
- will SleepBabies pay me a personal visit where I live?
- what do previous customers of SleepBabies have to say?
- how can I arrange for SleepBabies service?



What response/call to action will the website produce in the user:

- increased knowledge and power to act in relation to their child
- arranging and payment for a 'home visit' (*from email/phone response button*)
- setting up and payment for a clinic appointment (")
- arrangement and payment for skype meetings (")
- setting up and payment for email correspondence (")