



The Retired Re-locators

Tom and Virginia Waters

Age 64 and 59

Charlotte, NC

Recently retired



Just moved from Farmington, CT in order to be closer to their new twin grandchildren

ACME Company styles

New Country, Newport, Townhouse, American Classics

Narrative

For Tom and Virginia Waters it's all about family. Now that they're retired they have moved to Charlotte to be closer to their son, his wife and their twin grandchildren. They are now adjusting to two big life changes: retirement and moving to a new city. When they moved they purposefully downsized. They now have a smaller, more manageable house and fewer belongings to take up storage space. Tom and Virginia only brought with them those pieces of furniture that held some sentimental or family value so they are looking to fill in the gaps. The largest concern for them is quality as they want their new furniture to last as long as they will.

Now that Tom and Virginia are retired they have a lot more free time than they used to. To fill this time and find enjoyment they have taken up new hobbies. Tom has been playing more

golf and has joined a poker game with a few other retirees in his neighborhood. Virginia has been looking into volunteer opportunities at Bethlehem Center Charlotte helping out with their pre K-12 after school program.

Their new location has also caused them to turn to the internet more frequently and use it in different ways. It began out of necessity, they were without a Yellow Pages and needed to find local health care providers. Now Tom and Virginia are googling everything: recipies, driving directions, movie times, weather reports, etc. They have even begun planning their next vacation to Greece online and have found travel sites like TripAdvisor that they never knew existed. Their son sends them photos of the grandchildren that they have learned how to view online and print out. Virginia

has discovered online gaming and now spends time every morning after breakfast playing puzzle and card games at Yahoo! Games. Excited to be new southerners they are constantly searching for the best hush puppies in town.

In their quest to find new furniture for their home the Waters identified a few local retailers that they hadn't heard of previously but had heard good things about. They also found a nearby ACME Company, where they purchased a previous couch and armoire from, and decided to make it their first stop. Virginia wanted to make sure that their new furniture would fit in with the color of the carpet in their new home and match her mother's old end tables so Tom took photos and printed them out to take to the store with them.

Magazines

- Golf Digest
- AARP
- The New Yorker
- Fortune
- Time
- Gourmet
- Traditional Home

Web sites

- Charles Schwab
- CNN
- WebMD
- Martha Stewart
- Expedia
- Mapquest

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Life Motivations

- spending time with their grandchildren
- making the most of retirement, living relaxed and comfortable lives
- making new friends in Charlotte and entertaining

Life Frustrations

- now that they're retired they must watch their spending
- getting older - heath problems, staying in shape
- adjusting to new location and retirement

Online Profile

- not that comfortable with new technology but doing their best
- use the internet to get specific information - store locations, finding a new doctor
- enjoy seeing photos of their grandkids online as long as it's easy
- use comparison shopping tools to research products and prices



The Expecting Newbie

Lola Franks

Age 25

Married

Pregnant with first child

Milwaukee, WI

Part time staff of the Mil. Museum of Art

NARRATIVE

For Lola, it's all about Baby. Five months pregnant with her first child, she is consumed with her condition. She wants her baby to be healthy and she's learning as much as she can to insure that will happen. To further add to the life changes she's going through, her husband recently accepted a promotion that necessitated their move to Wisconsin. She never pictured herself living in Milwaukee, but enjoys the added comforts his new position affords. Having always worked full-time, Lola is still adjusting to the additional time her new part-time position at the Milwaukee Museum of Art allows. She uses this new time preparing their new home for the baby's arrival.

Lola is interested in creating a home reflective of the life she and her husband have built for themselves. Being new in town, she and her husband are dedicated to meeting new people from their respective careers and within their suburban neighborhood.

Lola is excited about her pregnancy, but sometimes, she feels overwhelmed – trying to find a new doctor, researching baby products and baby names, creating a new home, and learning about her new neighborhood - is proving to be more stressful than she originally thought. There is so much information available - she is trying to find sources she can trust on topics that are new to her. In addition to new life questions, Lola is trying to figure out how she can remain somewhat independent in this new role. Her life aspirations are important to her and she feels pressure to “do everything,” as she heard most women can.

Lola first came to ACME Company after searching “prenatal nutrition” via Google. After reviewing many search results, Lola found what she needed at ACME Company: a group of first time, expecting mothers discussing nutrition, child-care, birthing methods, and their expectations regarding their careers and general sense-

of-self after the birth of their first child.

Because nothing seems familiar, Lola is having difficulty finding good sources of information she can trust. A child of technology, Lola is very comfortable perusing online information. She absorbs any and all information relating to her pregnancy and the baby's imminent arrival. Lola frequents babycenter.com, 4women.gov, and womenshealthchannel.com. The topic of parenting and pregnancy is different. She is new to this topic, as with (it seems) everything else lately, and does not know which authorities are trustworthy. Having received a copy of “What to Expect When You're Expecting,” using it as her daily guide, she has come to believe in this advice as a good baseline of information.

ACME Company Profile



Life Motivations

- Wants to learn as much as possible about her pregnancy and how to be a good mom
- Working hard to adjust to new life as mom and wife away from her family and hometown

Life Frustrations

- Misses her friends and family
- Feels overwhelmed by the amount of information there is out there about pregnancy and parenting

Online Profile

- Absorbs everything she can from multiple sources
- Has difficulty identifying trustworthy sources of info