

Busy / Working Parent
Experience map, v.1.0.

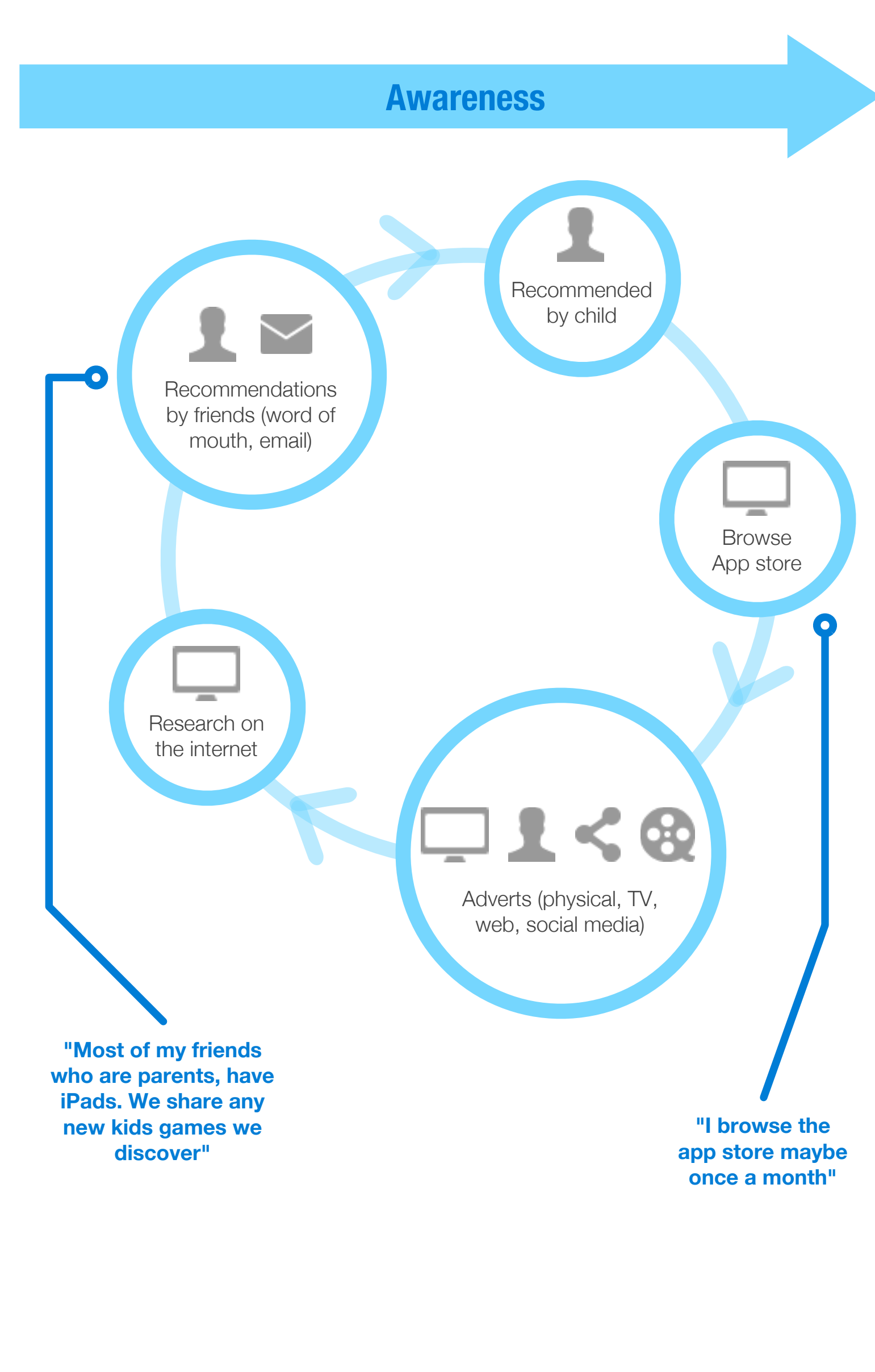
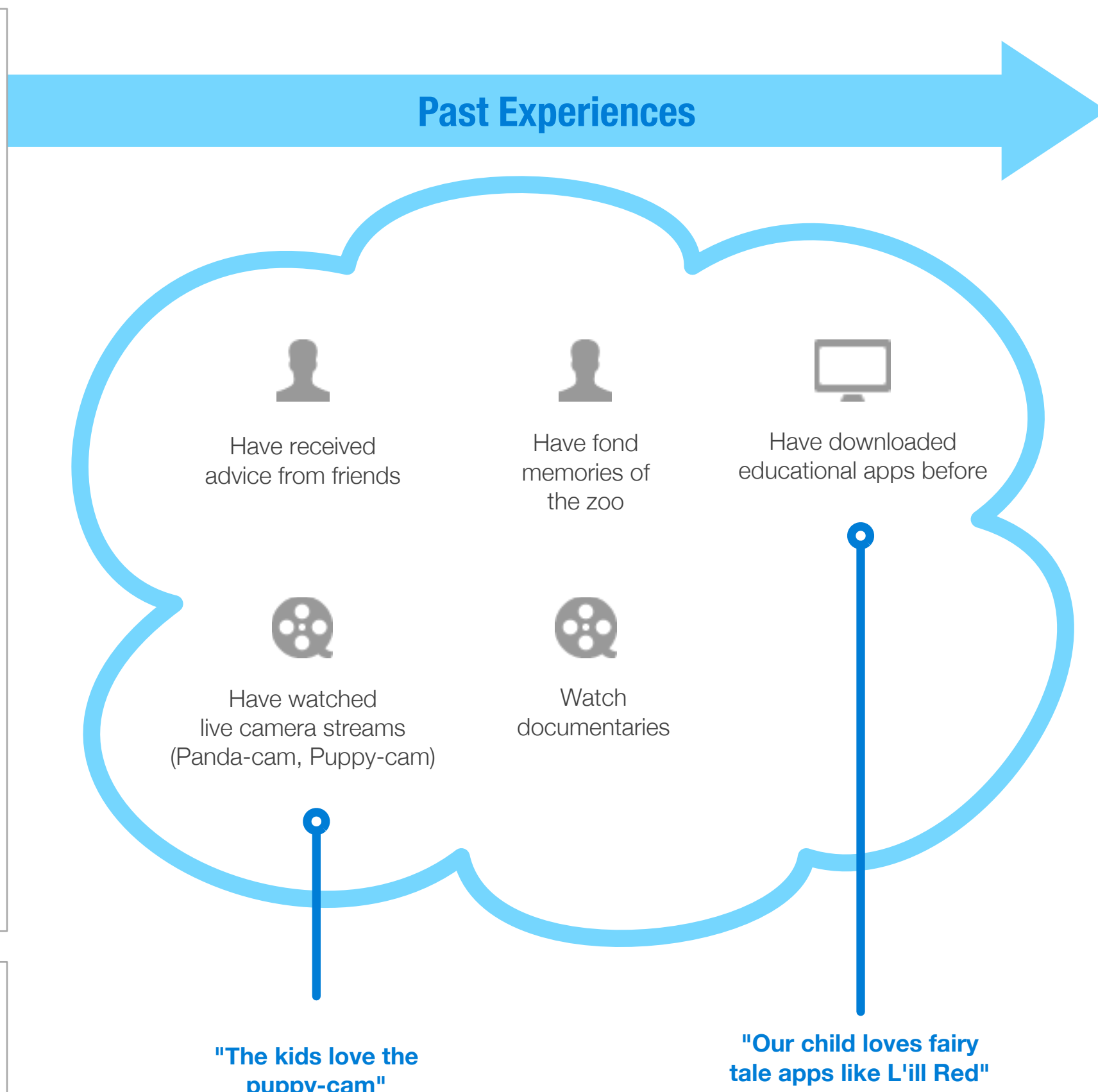
Profile
Average age: 25 - 40 years old
Location: Worldwide
Occupation: Working (part/full time)
Children: 1 or more, age 1 - 10 years old
Miscellaneous: Owns an iPad

Motivating Factors

- Needs something to occupy children while they do the household chores or relax.
- Wants children to play with educational toys and games (NOT console video games).
- Do not have time (or live too far away) to take their child to the zoo.
- Wants child to use safe and trusted child friendly applications on the iPad.

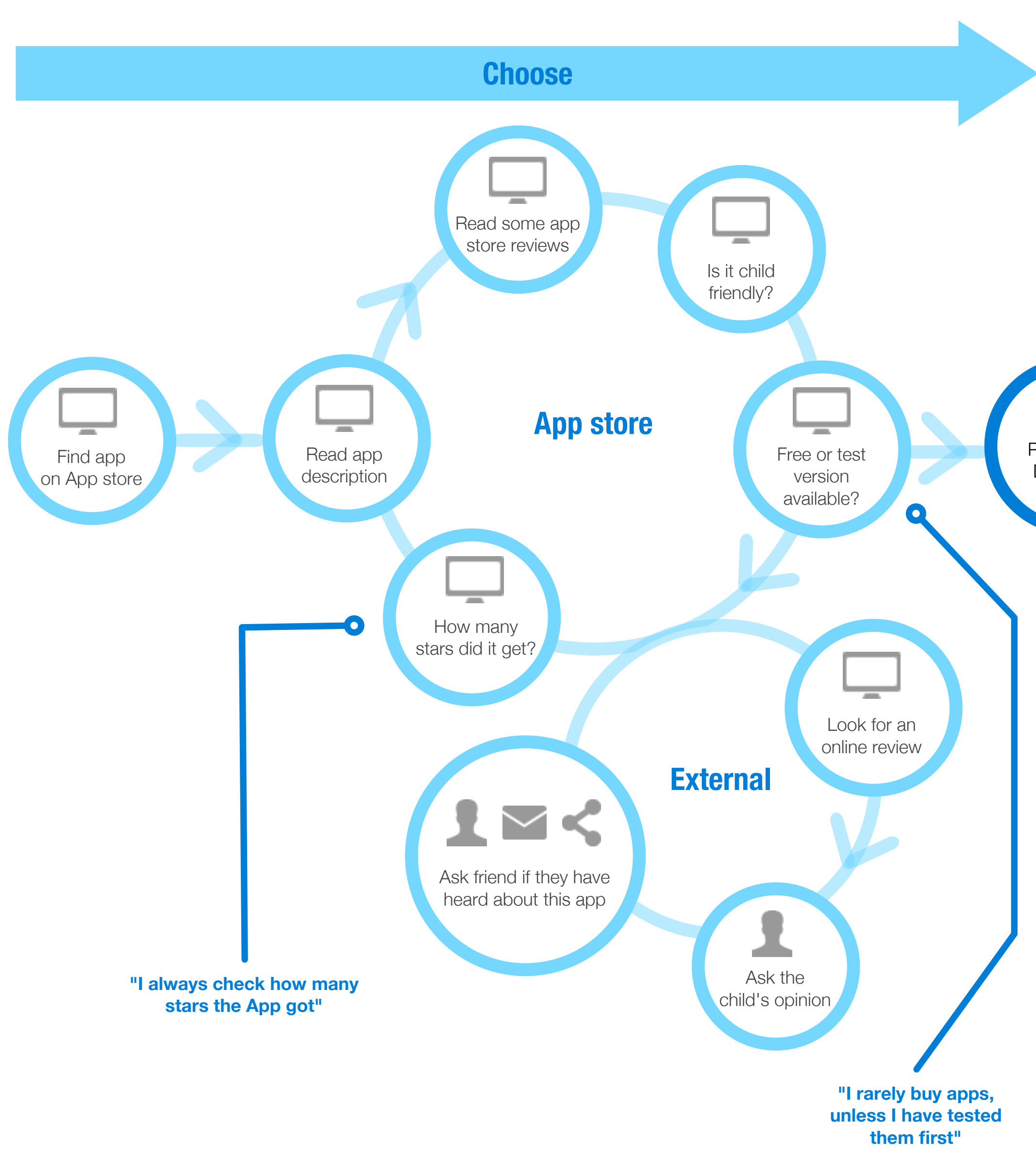
Legend

Online / Web interaction Physical interaction Social media interaction Media interaction (TV, Radio)



Opportunities

- Multi-channel advertising:** Users become aware of apps through varied sources (e.g. social media, forums, TV, newspaper) which is something the business should consider in their marketing strategy.
- App-review websites:** Users will look at websites specialising in reviewing apps to get recommendations. This is an important outlet for advertising the app.
- Encourage sharing:** Users look to friends and colleagues for recommendations, so finding a way to encourage sharing of the app (perhaps for some in-app reward) will help proliferate news about the app.
- Brochure website:** When users research apps, they look for the app's website, to find out more about the app. A brochure site will give users more confidence and assurance in the app.



Opportunities

- Test/Free versions:** Many users expect a test or free version of the app, so that they can see what it is like before they purchase it.
- App-review websites:** Users will look at websites specialising in reviewing apps to get recommendations. This is an important outlet for advertising the app.
- Professional copywriter:** Users spend a lot of time scrutinising the App store description, so it is important that the copy be written by a professional.
- Encourage reviews:** Users also tend to read the comments of other users in the App store page. A page without any comments can be as discouraging as a page with negative comments, so it is important to motivate users of the app to write comments, perhaps through some in-app reward.

