

# Colicky Infant Kate



## Age

26 - 35 years old

## Highest Level of Education

Masters Degree

## Social Networks



## Snap Shot

**Gender:** Female

**Income:** \$75k

**Location:** Overland Park, KS

**Family Situation:** Married with 2 kids

**Household Income:** \$180k husband + \$75k = \$255k

## Professional Role

**Industry:** Healthcare

**Job Title:** Hospital Nurse

**Company Size:** 1000+

## Challenges

1. Keeping her family safe
2. Ongoing pressure to be physically attractive, nurturing, empathetic and an involved parent.
3. Not feeling valued by society
4. Bias and pressure specific to working moms- "the maternal wall"
5. Unsure how to calm/soothe her baby
6. Work/Life Balance (The weight of the majority of household responsibilities combined with working and lack of personal time)

## Values & Goals

Cares deeply about the integrity of a brand's values

Values safety over value & price

Won't sacrifice quality for affordability

## Sources & Influences

**Blogs/Websites:** facebook mom groups, Baby-chick, Baby Center

**Books:** "The Happiest Baby on the Block" Harvey Karp

**Thought Leaders:** Harvey Karp, family pediatrician, older siblings, friends, lactation consultant, Google search

## Buying Habits

Primary purchaser

Shops primarily online

Appreciates free shipping

## Story

Colicky Infant Kate is a Millennial Mom. She's in great company, as approximately one in five moms (22%) is a Millennial Mom, accounting for approximately 9 million people. She is a busy working mom of 2 young kids. Professionally she is a registered nurse in a hospital working 12 hour shifts 3 days a week and able to be with her kids on the off days. Her husband is a sports medicine doctor with a pretty typical 9-5 schedule. They make a good living and have a house in Overland Park, an upper middle class Kansas City suburb.

These days they are moving along like a pretty well oiled machine, but when her first child was born, he struggled with colic. At the time, neither she, nor her husband realized that's what it was until they went in for their 2 week pediatrician check up. Basically, her son started crying, inconsolable crying, at 6pm on the dot and it didn't stop until 11pm, every night. When they met with their doctor, the doctor said it was fairly common, not to worry and that their son would just grow out of it. The doctor recommended they try using an over the counter gripe water, and taught them different ways to hold the baby that might provide some relief. They researched gripe water brands pretty heavily, looking at ingredient lists to ensure what they were buying was going to be safe. For Kate, safety is a top priority over value & price and she has no interest in sacrificing quality for affordability.

She spoke to the other nurses at work to get some advice as well, and they recommended upright feeding, trying different bottles, and putting him in an Ergo baby carrier. While the baby carrier helped for about a week, they were not able to get any real prolonged reduction in crying from these solutions.

Additionally, she Googled quite a bit, following the advice of Harvey Karp, different mom blogs, posting in mom facebook groups, and also speaking to her lactation consultant, looking for additional things to try. She even considered going to an infant chiropractor. The lactation consultant mentioned probiotics and she did see a bit of relief from using them regularly.

However, overall, as a first time mom, the experience left Kate feeling like maybe she just had a difficult child. More than her husband, she in particular felt like she should know and be able to calm/soothe her baby, and she felt pangs of failure and a lot of internal pressure to make her

child happy. It was devastating and a very hopeless feeling knowing there was basically nothing she could do. She's not alone, on average, 64% of Millennial women feel enormous pressure to be the perfect mom. The sleep deprivation magnified these feelings and left both she and her husband feeling run down. They really just found themselves taking things moment by moment and day by day until one day, at about 12 weeks, it just stopped.

Kate isn't actually looking for perfection, even though she sometimes feels that's what the world expects of her, when it comes to her digital consumption, she enjoys seeing and interacting with brands and people that post relatable, helpful, and reassuring content. She enjoys seeing other moms finding ways to deal with an over-packed schedule, work pressures, and the perpetual dance to juggle all of life's social, familial and professional obligations.

Managing her young family of four, she sees her life as super busy, and highly values convenience. She works hard to balance life as a spouse, partner, parent, professional, influencer and agent for social change, mentor at work... you name it. As a result, she looks to online shopping as a way to help make her life a little easier.

She shops online to hunt for the best price, as opposed to going from store to store, depends heavily on e-commerce to get a better selection of products, and appreciates good shipping options so she can easily get necessities like diapers, household goods, beauty products and more delivered to her home, rather than spending hours shopping for them in a store.