

Zach, Lucy & Joey

TECH SAVVY YOUNG PARENTS



Profile

Ages: 36, 33, 3

Tech Ability: Very High

Type: Geek Chic/Nerds

Location: Urban

Devices: 2 Mobile Devices (Android or iOS)

Education: Undergrad, Graduate Degrees

Occupations: Project Manager & Copywriter

Influences

Video Game Culture, Indie Games, Pop Culture, Marvel/DC Comics, Science Fiction, Film, Podcasts, Vice

About

Zach & Lucy are young parents that grew up with the original Nintendo console, Sega Genesis, Gameboy, SNES, Game Gear, Nintendo 64, Playstation and Xbox. They are familiar with video game characters because they had vicarious adventures through them. As a result, they want to share the magic of gameplay with their kids and watch them play their own heros and heroines. They are equally conscious of the dangers of too much screen time. They both work on computers daily and were limited by their own parents on how much screen time they were allowed to have in a day. They are conscious of their impact on the planet and prefer to shop local, support local businesses, eat well and stay active. They believe prevention is the best medicine and that is part of the core values they want to instill in their kids.

Goals

Zach and Lucy want to be able to track their son's amounts of light, moderate and vigorous exercise in an unobtrusive way, while showing Joey how to use mobile devices and technology in moderation. They want a collaborative, interactive experience with their games, while also allowing for Joey to enjoy the outdoors and have an active imagination.

Latent Needs

The two young parents are concerned with whether or not Joey is getting enough of the right kind of exercise. They feel that it's easy to slip into bad habits, so they would like to have data in hand to keep an eye on their progress.

Ideal Features

The ability to sync all their existing PlayBiba game data into one place where progress and could be viewed at a glance. They want to know the average duration of their play sessions, the frequency and LMV levels of that play. They would also like the ability to track more than one child, as they are expecting...

Brand Loyalties

Google, Instagram, Snapchat, Apple, Nintendo, Disney, Charlie & Lee, Fluvog Shoes, IKEA, Postmark Brewery, Prado Cafe, VISA, Mastercard, Vancity Credit Union

Favourite Apps

Strava, Classpass, Netflix, Trivia Crack, Uber, Evo, Instagram, Snapchat, Facebook Messenger, Mint/Wave, Pokemon GO, Quora, Medium, Sound Hound, Spotify, Airbnb



We want to ensure our son is active, healthy and balanced