

## Zhiyun Ling

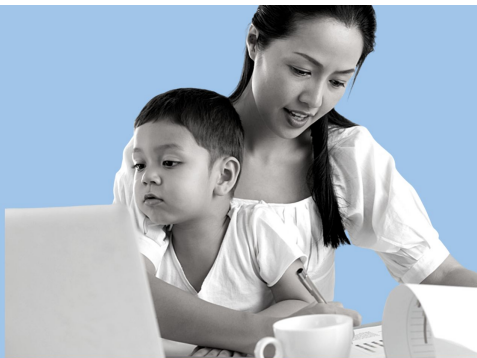
Female, 37

@ New York

Master Degree

Has a 5-year-old son

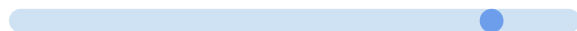
Work as an investment banker



*"I am a working mom. Working is important for me to realize my self-value and enable my families to live a high quality life. I don't want to miss participating in my child's growth journey. Though I am tired and sometimes impatient after long hours' work, I hope to spend some quality time with my child."*

**Status:** Zhiyun knows the importance the reading books, however, sometimes, she is too busy and tired to co-read picture books with her child. She spends all her time after work with child and she is happy to see her child' growth.

LIMITED ACCESSIBLE



Accessibility/affordability of picture books

POOR GOOD



Picture book co-reading related strategies

FREE BUSY



Time availability to co-read with children

### NEEDS

GOOD LEARNING CONTENT

EFFICIENT PARENT-CHILD INTERACTION

SAVE TIME AND ENERGY

HIGH QUALITY COMPANION

### FRUSTRATIONS

LACK TIME

ENERGY BURNOUT

WITHOUT EDUCATIONAL EXPERTISE

IMPATIENCE

## Emily Smith

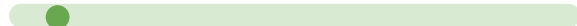
Female, 23  
@ Georgia  
Some undergraduate  
Has a 3-year-old daughter  
Work as a Nanny



*"I am a part time nanny. I usually have some time with my child. Though I know reading is important for her, picture books are too expensive for me to buy. Besides, she does not like reading and I do not know how to guide her to read. I hope she can read more books to learn more and also live happily."*

**Status:** Emily brings up her child without a partner. She sends her child to daycare when she needs to work. Emily sometimes co-read picture books to her child, but her daughter does not pay attention when they read together.

LIMITED ACCESSIBLE



Accessibility/affordability of picture books

POOR GOOD



Picture book co-reading related strategies

FREE BUSY



Time availability to co-read with children

### NEEDS

FIND APPROPRIATE BOOKS

AFFORDABLE PICTURE BOOKS

INSPIRE CHILD'S LEARNING INTERESTS

INTERACTION STRATEGIES

### FRUSTRATIONS

DO NOT KNOW HOW TO CHOOSE BOOKS

PICTURE BOOKS ARE EXPENSIVE

CHILD DOES NOT LIKE READING

LACK STRATEGIES IN GUIDING CHILD TO CO-READ BOOKS

## Sakiko Yamamoto

Female, 31  
@ California  
Bachelor Degree  
Has a 4-year-old son  
Stay at home mom



**Status:** Sakiko is a first generation immigrant to US from Japan. She usually reads books on education and enjoys communicating with other parents.

LIMITED ACCESSIBLE

Accessibility/affordability of picture books

POOR GOOD

Picture book co-reading related strategies

FREE BUSY

Time availability to co-read with children

*“After having my child. I become a stay-at-home mom. Though I do not have early-child education major background, I have learned some educational strategies through reading books. The pace of reading children book can be a heavy influencer for children learning experience. However, sometimes I do not know to what extent my child understands the story/words. In addition, I hope to have more connections with other moms. ”*

### NEEDS

ACCESS TO PICTURE BOOKS IN HER NATIVE LANGUAGE

BUILD SOCIAL CONNECTIONS

VARIOUS LEARNING ACTIVITIES

UNDERSTAND CHILD’S LEARNING EFFECT

### FRUSTRATIONS

LITTLE PICTURE BOOKS ARE IN JAPANESE

LACK SOCIAL INTERACTIONS

MONOTONOUS LEARNING ACTIVITIES

DON’T KNOW WHETHER CHILD UNDERSTAND STORY/WORDS