

Caroline Krotiak

"I want to come home to a house where things are easy to put away and I feel like I am not behind in time."



Bio:

Caroline is a busy wife and mother of two young boys (Ryan 8, Kyle 5). Caroline graduated with a Bachelor's degree from Illinois State University. Caroline spent 5 years studying special education with a concentration in visually impaired. She is currently living and also grew up in Orland Hills, a south suburb of Chicago, IL. Caroline has been working at the Lincoln-Way High School district as a Teacher of The Visually Impaired. She spends her time traveling throughout the different high schools working with multiple students. Caroline has to juggle her time between home, work, and weekly soccer practice, she doesn't have a lot of free time to search multiple furniture outlets. When Caroline is shopping she thinks about ways to make her life easier. She focuses on quick, easy, affordable storage solutions to keep her house clean and organized.

Age: 34
Work: Special Education Teacher
Status: Married
Kids: 2 (Ryan 8, Kyle 5)
Location: Orland Hills, IL
Salary: \$\$55,000

Life Influences:
Activities: running and yoga
Reads: Home Magazine, People
Shops: Gap, Old Navy, and Nordstrom Rack
Watches: The Office, Greys Anatomy, and The Good Doctor

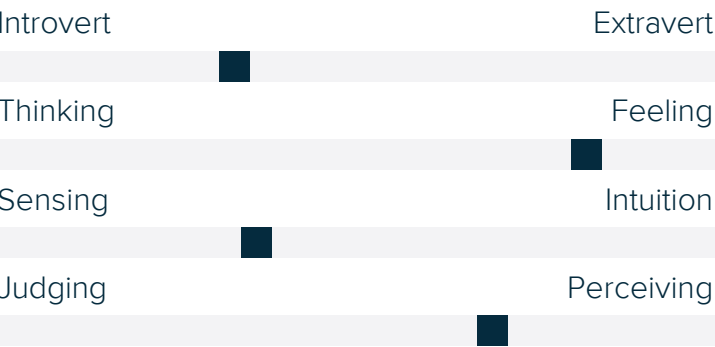
- Goals:**
- Reduce clutter throughout the house
 - Storage for the boy's room
 - Find ideas to organize the walk-in closet
 - Update house with trendy pieces

- Challenges:**
- Work-life balance
 - Needs to focus on not overspending
 - Finding options that offer style and value

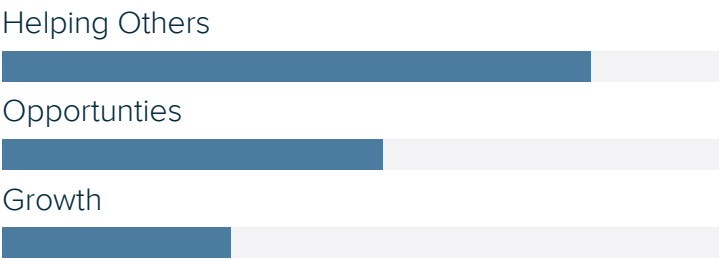
- IKEA Offers:**
- Organizational options
 - Affordability
 - Trendy showroom examples



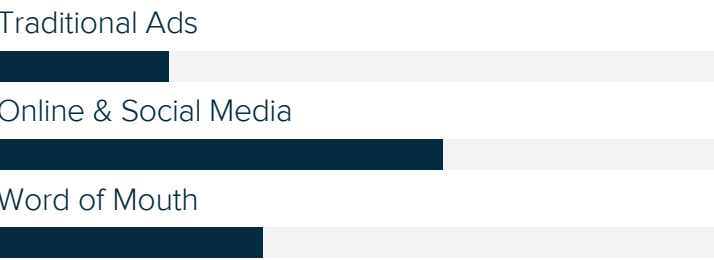
Personality:



Motivation:



Preferred Channels:



Sources:

Mintel: Lifestyles of Young Families - US - January 2017
Self Developed KEASelf Developed IKEA Buyer Survey- April 2018 (71 respondents) Survey- April 2018 (71 respondents)