

THE INCREDIBLE MOM

AND HER TIME MACHINE!

HOW 16 MOMS ARE BENDING TIME TO GET THEIR SHOPPING DONE

THE YEAR IS 2010. THE CITY, CHICAGO.



DEBORAH, A 40-SOMETHING MOTHER OF THREE, BEGINS HER DAY....

UP AT 4:45 SHOWER, CLEAN HOUSE IN ORDER TO SEE A PATIENT AT 5:30 AM IN HOME FOR 1.25 HRS., GET KIDS READY FOR SCHOOL PACK LUNCHES, SHOWERS, PICK UP, CHECK EMAIL, WRITE TO DO LIST, PAY BILLS, VOLUNTEER AT SCHOOL, GO TO GROCERY STORE, RUN OTHER ERRANDS, POST OFFICE, DOCTORS APPTS, PICK UP KINDERGARTNER @10:45, HAVE LUNCH. ATTEND A MEETING, DO SOME WORK ON COMPUTER. BILLS, BANK, SHOP, BROWSE, READING/MATH WITH SON, PUT SON DOWN FOR NAP. GET ON COMPUTER. BROWSE, PLAN, SHOP, PICK OTHER KIDS UP FROM SCHOOL, DO HOMEWORK FOR 1 HOUR, DRIVE TO EITHER SOCCER, TUTOR, GYMNASIUMS, MAKE DINNER, PICK UP KIDS FROM ACTIVITIES, KIDS BED TIME ROUTINE SHOWER BOOKS ETC, PICK UP HOUSE, GET READY FOR NEXT DAY, GET ON COMPUTER. LOOK FOR CLOTHES FOR KIDS, DRESSES FOR DAUGHTERS EVENTS. RECIPES. BANK, MAY HAVE MEETING, WORK OR SOCIAL OUTING, HOP ON COMPUTER WHEN I GET BACK. CHECK EMAIL WHICH SENDS ME ALL OVER THE INTERNET BROWSING DEALS ETC.

MEANWHILE, DEBRA, A 30-SOMETHING MOTHER OF A TODDLER, ASSUMES HER ROLES. SHE IS...



THERE ISN'T ENOUGH TIME TO GET IT DONE. I'M READY TO PASS OUT IN THE MIDDLE OF EVERYTHING BECAUSE I'M SO TIRED.

ACROSS THE CITY, SIMILAR STORIES...

99% OF WHAT NEEDS TO BE DONE SEEMS TO FALL TO ME TO GET DONE!



CLIMBING A MOUNTAIN, IT'S A VERY STRENUOUS ACTIVITY, AND YOU CAN'T GIVE UP OR YOU'LL NEVER MAKE IT ON TOP. THAT'S WHAT IT'S LIKE TAKING CARE OF MY FAMILY.



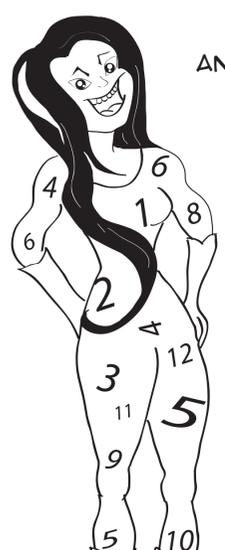
I HAVE A LOT OF BALLS UP IN THE AIR AND IT'S A JUGGLING ACT NOT TO LET ANY OF THEM FALL.



I HAVE A FULL PLATE!



HAS TIME TURNED AGAINST THESE MOMS?



AND YET...



RAMONA: AT THE END OF THE DAY, WHEN I'VE REACHED THE TOP OF MY MOUNTAIN, I FEEL VERY REWARDED AND WOULDN'T TRADE IT.

BARB: I ENJOY BEING HOME DAILY AND PREPARING DINNERS, GOING SHOPPING AND LOOKING FOR DEALS ON OTHER ITEMS. I MAKES ME FEEL USEFUL AND IT FEELS AS IF I AM TAKING THE TIME TO RUN A STABLE, HAPPY HOME.

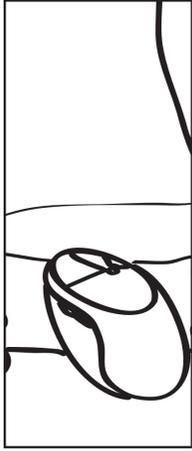
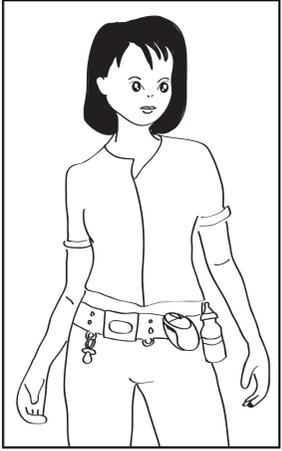
LISA: I FEEL THAT EVERYDAY IS BETTER THAN THE LAST WITH MY SON. HE IS LEARNING SO MANY NEW THINGS EACH DAY AND IT IS EXCITING TO WATCH THE WORLD THROUGH HIS EYES. MY HUSBAND AND I ARE AMAZED HOW MUCH HE HAS CHANGED OVER THE LAST NINE MONTHS. I ENJOY THAT I AM RESPONSIBLE FOR TAKING CARE OF MY HOME AND FAMILY.

CAROLYN: I AM A CONTENT JUGGLER OF MY HOUSEHOLD. I HAVE A SMILE ON MY FACE BECAUSE I REALLY ENJOY ALL OF THE INDIVIDUAL THINGS I NEED TO DO AND GET A SENSE OF SATISFACTION WHEN ALL OF THEM MESH WELL. IT IS A FEELING OF ACCOMPLISHMENT.

... THEY REPORT ENJOYING DOING ALL OF THESE?

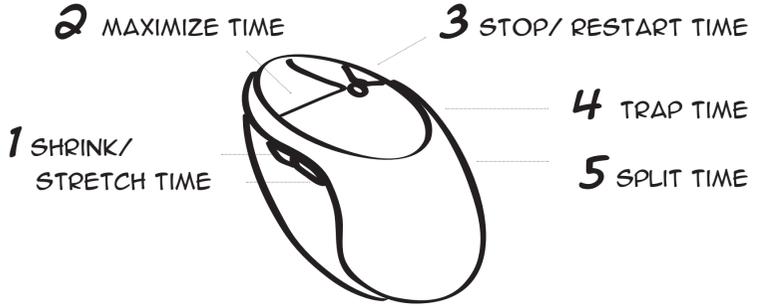


WHAT ARE THEY DOING TO MANAGE SUCH INCREDIBLE FEATS?



IT APPEARS THAT THESE 16 MOMS ARE USING THE INTERNET TO MANAGE THEIR TIME. MOST REPORTED HIGH LEVELS OF SATISFACTION WITH ONLINE SHOPPING AS A MEANS OF FULFILLING THEIR HOME AND FAMILY'S SHOPPING NEEDS.

TIME-BENDING POWERS!



1 SHRINK/ STRETCH TIME!

PARTICIPANTS NOTED TIME SAVINGS AS A BENEFIT OF ONLINE SHOPPING, BUT THEY ALSO STATED THE IMPORTANCE OF RESEARCH FOR PRICE AND PRODUCT COMPARISONS.

2 MAXIMIZE TIME!

PARTICIPANTS REPORTED THAT USING THE INTERNET FOR THEIR SHOPPING NEEDS HAS ALLOWED THEM TO DO MORE WITH LESS TIME.

DEBRA: NORMALLY MY NEEDS AND WANT ONLINE INCLUDE FAST SHOPPING AND FAST CHECK OUT WITH MINIMAL TIME NOT SPENT WITH MY FAMILY.

MARIAN: THIS IS A VERY DESIRABLE SHOPPING EXPERIENCE IF I DON'T MAKE HASTY DECISIONS.

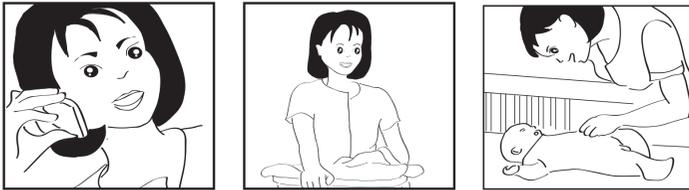
KARENE: I DON'T BELIEVE IN FLUSHING OUR HARD EARNED MONEY DOWN THE DRAIN. IF YOU DO YOUR HOMEWORK, YOU CAN BE PRETTY CERTAIN YOU'RE GETTING THE BEST DEAL POSSIBLE.

DEBORAH: IT SAVES TIME TO NOT HAVE TO GO FROM STORE TO STORE TO STORE. GOOD USE OF TIME. I CAN HIT MANY SITES AND DO MY RESEARCH WITHOUT FEELING BAD ABOUT WASTING A SALESMAN'S TIME OR WASTING MY TIME DRIVING TO ALL OF THESE PLACES IF THEY ARE EVEN AVAILABLE TO DRIVE TO.

3 STOP TIME...



PARTICIPANTS REPORTED THAT THEY ARE ABLE TO PERFORM OTHER TASKS WHILE SHOPPING ONLINE. THIS SHOPPING STYLE ALLOWS THEM TO STOP BROWSING--TO ANSWER PHONE, DO SOME LAUNDRY, OR CHECK ON A SLEEPING CHILD--AND RESUME THEIR BROWSING AFTER TAKING CARE OF THEIR OTHER RESPONSIBILITIES.



DEBORAH: I'M ABLE TO TALK ON THE PHONE IF NEEDED. I CAN LEAVE AND PUT A LOAD OF LAUNDRY IN. I CAN WRITE THINGS DOWN AND COME BACK LATER. AT MY FINGERTIPS.

...AND RE-RESTART IT!



4 TRAP TIME!

THEY REPORTED DEFINING THEIR STORE HOURS. THEY ARE CONTAINING SHOPPING TIME TO WHEN THEIR FAMILY RESPONSIBILITIES ARE LEAST DEMANDING.



DAWN: I AM MORE OF A NIGHT PERSON AND I REALLY ENJOY WHEN STORES HAVE THEIR EXTENDED HOLIDAY HOURS IN DECEMBER AND THEY ARE OPEN UNTIL MIDNIGHT. I PUT THE KIDS TO BED AND THAT IS WHEN I ENJOY SHOPPING BUT THAT REALLY ISN'T AN OPTION IN MOST STORES MOST TIMES OF THE YEAR.

5 SPLIT TIME!

FINALLY, SOME PARTICIPANTS REPORTED THAT A DESIRABLE ONLINE SHOPPING ALLOWS THEM TO TAKE CARE OR BE WITH THEIR FAMILY WHILE SHOPPING. THIS IS SOMETHING THEY WERE UNABLE TO DO BEFORE WHEN THEY HAD TO CHOOSE BETWEEN DRAGGING THEIR KIDS TO THE STORES WITH THEM, THEREBY ADDING STRESS TO THE SHOPPING EXPERIENCE, OR LEAVING THEM BEHIND, THEREBY REDUCING TIME SPENT TOGETHER.



DAWN: MY HUSBAND AND KIDS ARE EACH IN THE ROOM ALSO DOING THEIR OWN THINGS. I TYPICALLY WOULD PREFER TO SHOP ALONE IN THE STORES, BUT WHEN ONLINE I ENJOY THE COMPANY OF OTHERS IN THE ROOM.



KAREN Z: I CAN SHOP, AT HOME, FROM ANYWHERE IN THE HOUSE WITH A DRINK NEXT TO ME AND MY DAUGHTER PLAYING NEAR-BY. SHE LOVES GOING TO THE STORE, BUT EVERYTHING IS MUCH MORE DIFFICULT WHEN IT IS JUST THE TWO OF US. IDEALLY, I AM SHOPPING FOR FUN STUFF ON AMAZON AND EVERYTHING IS RELAXED.



KAREN E: MY SON IS PLAYING HAPPILY WITH HIS TOYS AND MY HUSBAND IS MAKING ME DINNER.

HAVE THEY FINALLY DEFEATED TIME?

1 SHRINK/ STRETCH TIME
2 MAXIMIZE TIME
3 STOP/ RESTART TIME
4 TRAP TIME
5 SPLIT TIME



DEBORAH: IT APPEARS OVERWHELMING AND CAN BE VERY DIFFICULT... BUT I JUMP IN WHOLE HEARTEDLY AND ENJOY EVERY MINUTE OF THE EXPERIENCE. IN THE END I LOOK BACK AND AM PROUD.

MEANWHILE, A NEW GATHERING OF SUPER VILLAINS...

TO BE CONTINUED...