THE YEAR IS 2010. THE CITY, CHICAGO.

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

UP AT 4:45AM, SHOWER, CLEAN HOUSE IN ORDER TO SEE A PATIENT AT 5:30AM IN HOME FOR 1.25 HRS. GET KIDS READY FOR SCHOOL, PROVIDE LUNCHES. PICK UP CHECKS FOR KIDS. PAY BILLS. VOLUNTEER AT KIDS SCHOOL. GO TO SUPERMARKET STORE, RUN OTHER ERRANDS. POST OFFICE. DOCTOR'S APPT. PICK UP KIDS FROM SCHOOL, GYMNASIUMS, MADE, PICK UP KIDS FROM ACTIVITIES. KIDS BEDTIME ROUTINE.'][]

ACROSS THE CITY, SIMILAR STORIES...

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

A WIFE, A MOM, AN INTERN, A STUDENT, EXHAUSTED.

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.

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

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

I HAVE A LOT OF BALLES 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.

LISA: I ENJOY BEING HOME DAILY AND PROVIDING ORDER, DOING SHOPPING AND LOOKING FOR DEALS ON OTHER THINGS. I MAKE US FEEL USEFUL AND IT FEELS AS IF I'M TAKING THE TIME TO RUN A STABLE, HAPPY HOME.

DEBRA: I FEEL THAT EVERYDAY IS BETTER THAN THE LAST WITH MY SON. HE'S LEARNING SO MANY NEW THINGS EACH DAY AND IT EXCITES ME 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.

MARY: I AM A CONTENT JUBILANT OF MY HOUSEHOLD. I HAVE A SMILE ON MY FACE BECAUSE I REALIZE HOW MUCH I NEED TO DO AND I FEEL A SENSE OF SATISFACTION WHEN ALL OF THEM AREN'T. IT'S A FEELING OF ACCOMPLISHMENT.

...THEY REPORT ENJOYING DOING ALL OF THESE?
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.

**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.

**Maximize Time!**

Participants reported that using the internet for their shopping needs had allowed them to do more with less time.

**Stop/ Restart 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.

**Trap Time!**

They reported defining their store hours. They are containing shopping time to when their family responsibilities are least demanding.

**Split Time!**

Finally, some participants reported that a desirable online shopping experience 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.

Have they finally defeated time?

**To be continued...**

Meanwhile, a new gathering of super villains...

**Time-bending powers!**

1 Shrink/ Stretch Time
2 Maximize Time
3 Stop/ Restart Time
4 Trap Time
5 Split Time