

MS ADPO

Personas





MEGAN A.

(MEGAN'S PROFILE IS DERIVED FROM THE COLLECTIVE FINDINGS OF USER RESEARCH INCLUDING USER INTERVIEWS AND MISSISSIPPI BACKGROUND RESEARCH)

"I'm a busy mother who wants to provide the best possible experience within our families means for my foster child"

Occupation: Stay at home mother, volunteer

Status: Married with 2 biological children and 1 foster child below the age of 5

Age: 37

Bio: Hannah balances both the busy family schedule and their budget. She is looking for a provider that can provide services three days a week to allow her to catch up on household work and volunteer at the local elementary. While the quality of provider is the highest priority, she also has to be mindful of cost since the family of 5 is living off only 1 salary.

Motivations

Quality

Location

Cost

Tools and Accessibility

PC	Mobile Phone	Web	Tablet	Mobile Apps	Public Access PCs
●	●	●	○	○	○

Goals

- To find a provider that is affordable
- The ability to see reviews of providers near her from other foster parents
- Simple website where she can self-serve

Frustrations

- Lack of transparency in provider ratings
- Amount of time needed to research key factors such as cost, quality, location, and accepting new children status



HANNAH M.

(HANNAH'S PROFILE WAS CREATED DIRECTLY FROM A REAL USER EXPERIENCE)

"It's tough—you're trying to make up for the trauma they experienced."

Occupation: Assistant Psychologist

Status: Single Parent

Age: 32

Bio: Megan is a young, socially conscience and independent woman focused on bettering her community and the lives of her family, friends and neighbors. When Megan is not working her full-time job, she is active in her church and raising her 2 year old foster son. She is a first time foster parent and is raising a special needs child requiring constant support and socialization. She always wants the best and does lots research when seeking services for her foster son.

Knowledge Base: Counseling, social media, community organizing, B.A. in Psychology

Motivations

Quality

Location

Time

Cost

Tools and Accessibility

PC	Mobile Phone	Web	Tablet	Mobile Apps	Public Access PCs
●	●	●	●	●	○

Goals

- To help her foster son socialize and find stability
- To find affordable childcare services
- To get her son the therapy and professional help his special needs require

Frustrations

- Lack of available foster care resources
- Unaffordable childcare service options and inadequate state financial support



JILL L.

(JILL'S PROFILE IS DERIVED FROM THE COLLECTIVE EXPERIENCES OF FORMER MISSISSIPPI CASE WORKERS INTERVIEWED IN A CASE WORKER WEB CONFERENCE)

“These kids have a lot of appointments! I had 10 service providers at one time for one child!”

Occupation: Case Worker (MDHS employed)

Status: Single

Age: 43

Bio: Jill has been a caseworker 7 years with the state. Her caseload averages around 22 kids at any given time (3-4 of which are foster children). She makes sure to visit each child twice a month on top of many other duties. Jill serves a sprawling rural county and carries all of the documents she'll need for the day in file boxes in her car. She is often called into crisis situations where a child needs immediate placement.

Knowledge Base: The State of Mississippi system and programming, MSW, child psychology

Motivations

Quality

Location

Time

Cost

Tools and Accessibility

PC	Mobile Phone	Web	Tablet	Mobile Apps	Public Access PCs
●	●	●	○	●	○

Goals

- To make sure each child is receiving the proper services and care
- To balance giving each child attention and care with a heavy caseload

Frustrations

- Clunky systems, websites, and technology
- Paperwork documenting contact with providers
- Big caseloads



ANNA L.

(ANNA'S PROFILE WAS CREATED DIRECTLY FROM A REAL USER EXPERIENCE)

*“These are the children
with the greatest needs.”*

Occupation: Caseworker (Private Contractor)

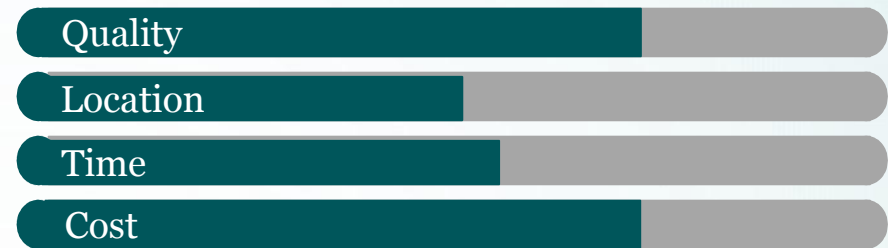
Status: Single

Age: 25

Bio: Andrea has served as a caseworker for a private company contracting to the State of Mississippi for two years. She is passionate about her job and spends long hours finding resources for the families she supports. She often works with children who have experienced trauma and have special needs for their placements.

Knowledge Base: MSW, mental health and substance abuse, child development, special needs education, speech therapy

Motivations



Tools and Accessibility

PC	Mobile Phone	Web	Tablet	Mobile Apps	Public Access PCs
●	●	●	●	●	○

Goals

- To ensure a stable and safe environment for the children for whom she is responsible
- To provide resources to the foster families she works with so they will feel supported and stay in the foster system

Frustrations

- Identifying facilities capable of providing special services
- Having to toggle between different websites to get all of the information she needs