



# Anita K.

Potential Foster parent

I'd like to make a difference.

## ANITA'S PROFILE

**Age:** 35  
**Life Stage:** Ready to foster  
**Occupation:** Teacher  
**Education:** Bachelor's Degree  
**Location:** Grass Valley

## ANITA'S SITUATION

- Motivations:**
- Compassion
  - Financial incentives
- Pain Points:**
- Overwhelmed by regulations
  - Contacting foster agency
  - Feeling alone in the process
  - Learning curve
  - Location – don't want to drive too far

## ANITA'S INFLUENCES



Anita wants to become a foster parent, and loves the idea of opening her home to someone in need. As a teacher, she has a lot of experience working with youth, and feels that her experience as a teacher would be helpful with fostering. A little extra cash would be nice too, though that's not her main motivation. Although Anita is educated, she feels overwhelmed by the learning curve and regulations involved in becoming a new foster parent. Additionally, since her day-job is so demanding, she doesn't want to waste time driving to the required foster classes. As someone new to the process, she also wishes she could find more resources to guide her, but has no idea where to look.

As a teacher, scheduling is very important, and she wants a way to easily schedule her classes and future home visits with her case worker. She does most of her scheduling and communications via phone, since she is busy and on the go a lot. She uses her personal laptop sometimes on weekends.

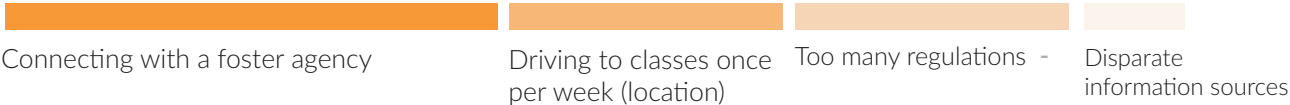
## CHARACTERISTICS OF THE USER



## NEEDS OF THE USER



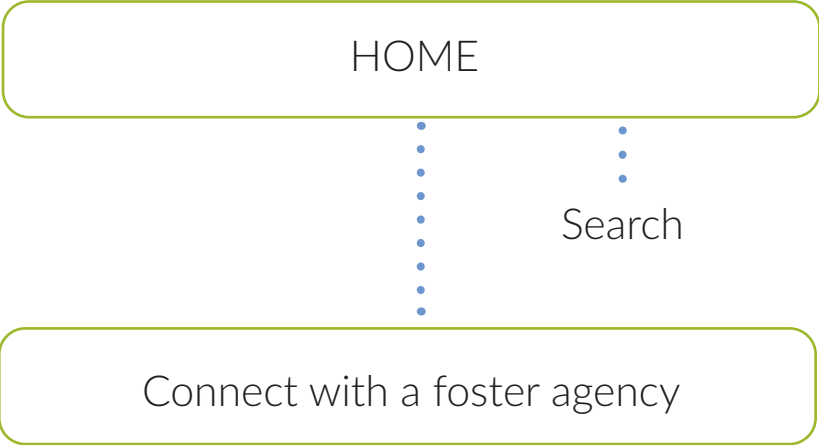
## CHALLENGES OF THE USER



# ANITA'S GOALS

- Find local resources to find a foster child
- Find classes near her home

# EXPECTED USER JOURNEY



# DISCOVERY / DELIVERY CHANNELS



## SCENARIO 1

### TASK – Find a foster family agency

Anita has to take required classes in order to be a foster parent. She has a busy schedule, and doesn't have time to drive more than an hour to her class. She wants to quickly find classes near her home.

- Option A:**
- Step 1: Access website and click “Find Foster Family Agencies”
  - Step 2: Create a profile
  - Step 3: View map and list of agencies near Anita (based on location)
  - Step 4: Contact agency based on information from the map

## SCENARIO 2

### TASK – Create a profile & communicate with social worker

Anita wants to create an account to get in contact with a social worker, and keep her messages all in one place. She learned that by creating a profile, there's a chance that social workers might reach out to her more easily too so she can find a foster child that's fit for her home.

- Option A:**
- Step 1: Access website and click “Become a Foster Parent”
  - Step 2: Go to profile screen and enter basic profile information
  - Step 3: Enter additional profile information (Child preferences, About your residence, etc.)

- Option B:**
- Step 1: Receive a message alert from a social worker
  - Step 2: View inbox and select message
  - Step 3: Read message and see that a social worker is contacting her about a potential placement
  - Step 4: Respond to social worker

- Option C:**
- Step 1: Go to inbox and click “New Message”
  - Step 2: Enter recipient email, subject line, and message.
  - Step 3: Send email to social worker