

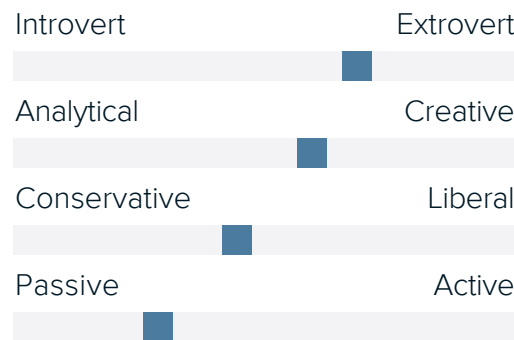
# Emily Ruiz



"I want to make sure my son is well cared for, and work on getting him home as quickly as I can"

Age: 24  
Work: Retail assistant  
Family: Single, one son Michael (5)  
Location: San Francisco, CA

## Personality



High School Part Time Employed

## Goals

- Bring Michael home as quickly as possible
- Convince Anna that she is ready to care for Michael at home
- Make sure that Anna is making sound decisions for Michael's foster care
- Get help in balancing work and child care needs
- Stabilize her home life to prevent CPS being involved again

## Frustrations

- Fear that CPS will not allow Michael home soon
- Anna is hard to reach. She only visits every couple of weeks
- Needs help with arranging a different approach for child care
- Doesn't understand how CPS will measure her progress towards getting Michael back home

## Bio

Michael's father left California shortly after his birth and intermittently pays child support.

Emily completed high school and primarily works in retail in downtown San Francisco. Emily has an apartment in Hunters Point and relies on public transport to get around.

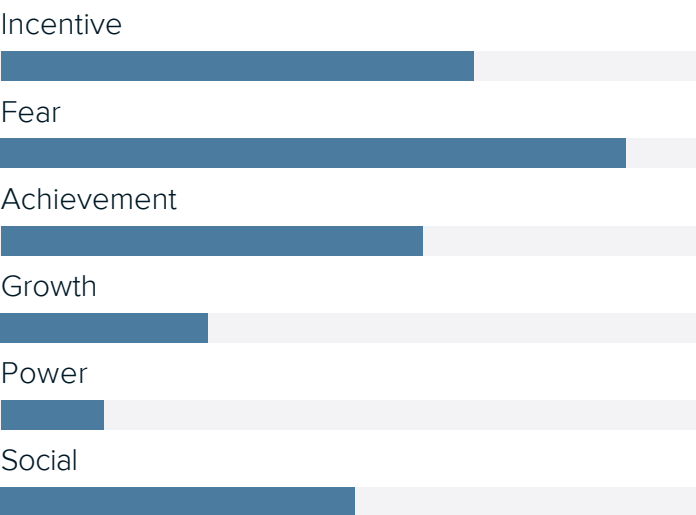
Emily has a smartphone but tries to minimize the use of her data plan to avoid overage charges. She has an iPad at home which is her primary means of internet access.

Emily has found it difficult to find and hold steady employment, in part because she has no family supports in the area and has relied on neighbors to take care of Michael while she worked.

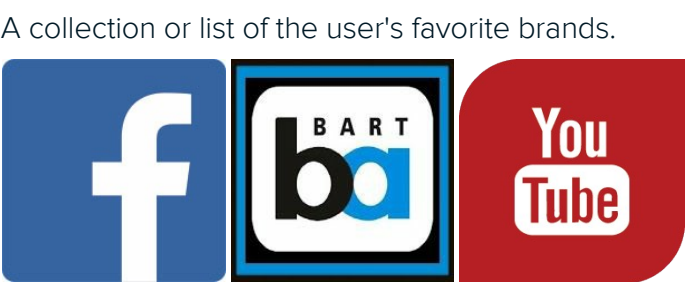
Recently, Emily has found a job offering more hours, but has not been able to find child care for all of the time she is away from the home. When she is at home, neighbors hear the sound of arguments from Emily's apartment.

Three days ago, CPS became involved when Michael was found wandering unattended outside of Emily's apartment building. CPS removed Michael for his own safety after failing to immediately find Emily.

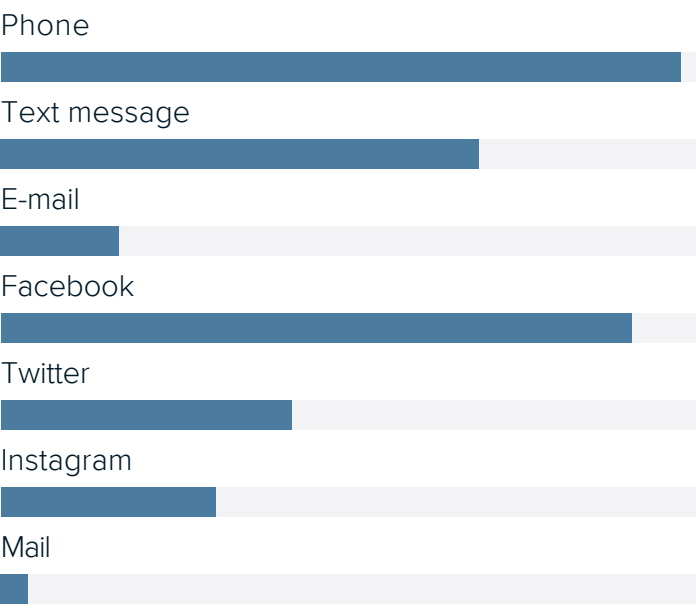
## Motivations



## Brands



## Preferred Communication Channels



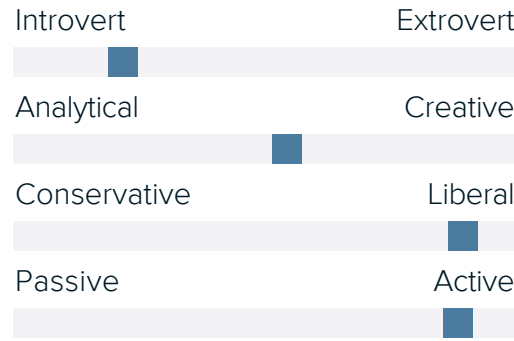
# Anna Lau



"I want to reach out to my families even when I can't see them face to face to help them get back on track"

Age: 37  
Work: Licensed caseworker  
Family: Married, two children: Phillip (12), Mark (8)  
Location: Oakland, CA

## Personality



Post Graduate Full Time Employed

## Goals

- Use downtime more effectively
- Find a way to reach out to parents more frequently between scheduled visits
- Engage parents more in decision making
- Find a way to check up on progress with families receiving services

## Frustrations

- Downtime at court, or traveling, could be used more effectively
- Feels she cannot devote enough informal time with families to build a good rapport

## Bio

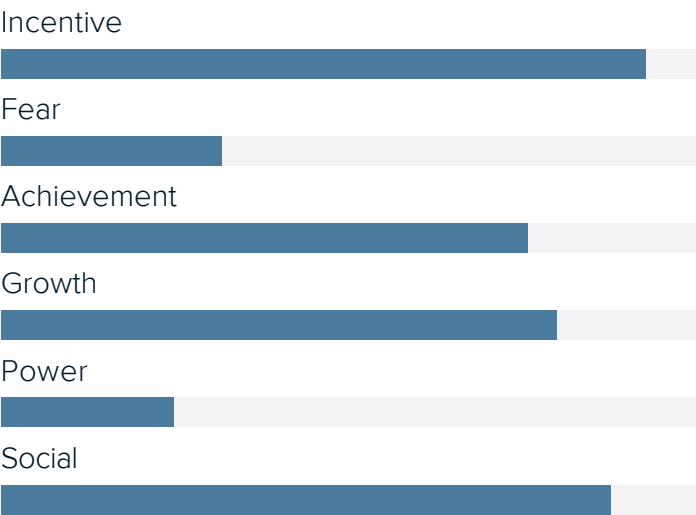
Anna is 37 years old. She has been a child and family social worker for almost 8 years, after completing her MSW degree. She is considered one of the more senior case workers in her office.

Anna currently has a child caseload of 26 children – including Michael. Anna sometimes struggles to see each family as often as she would like. She spends a lot of time travelling between families, court, schools etc. and worries that she could do more to advise and support families outside of her scheduled visits.

Anna has a state issued smartphone that she uses all the time to keep up with her case schedule, look at emails and ask her supervisor for advice. She also uses an office based PC to document her casework, but her travel schedule means that this is not always completely up to date.

Anna would like to use natural downtime in her day (on the BART, waiting in court) to keep up with her work and connect more often with her assigned families.

## Motivations



## Brands



## Preferred Communication Channels

