



Zach D.

Case Worker

I need to find a good home for the foster kids.

ZACH'S PROFILE

Age: 33
Life Stage: Focus on career
Occupation: Social Worker
Education: Bachelor's Degree
Location: Alameda

ZACH'S SITUATION

- Motivations:**
- Supporting foster families
 - Safety of foster children
- Pain Points:**
- Workload (manages 100+ kids)
 - Scheduling home visits
 - Matching foster kids with families
 - Regulations
 - Staying organized

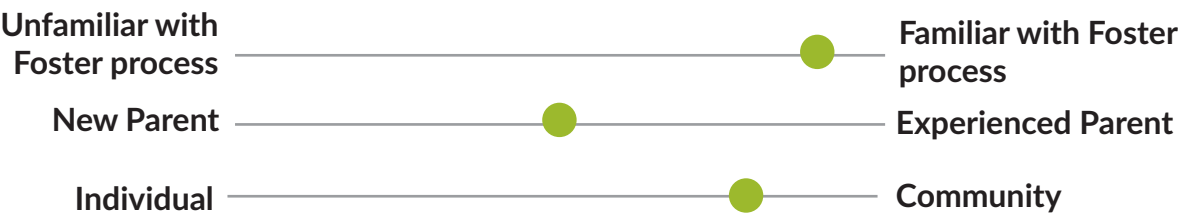
ZACH'S INFLUENCES



Zach is a Social Worker (Case Worker) who manages 100+ foster kids. He works with a private Foster Family Agency (FFA), and has a hectic job trying to match potential foster parents with the kids that he oversees, and making sure that the kids have a safe place to stay. Although on paper his job is 9 to 5, sometimes he will get calls at 3 AM if one of the foster kids is experiencing an emergency. It's his responsibility to get the kid to safety and to a new foster home. He'd love a way to quickly see which foster families are able to take in a kid during emergency situations.

Because of all of the regulations involved in fostering, there's a lot of documentation and communications as part of his job. He has to meet with each foster family once per week. Scheduling is one of his biggest stressors. Because he is always on the go, his mobile phone is his main device for communication. He does frequent calls and emails from his phone.

CHARACTERISTICS OF THE USER



NEEDS OF THE USER



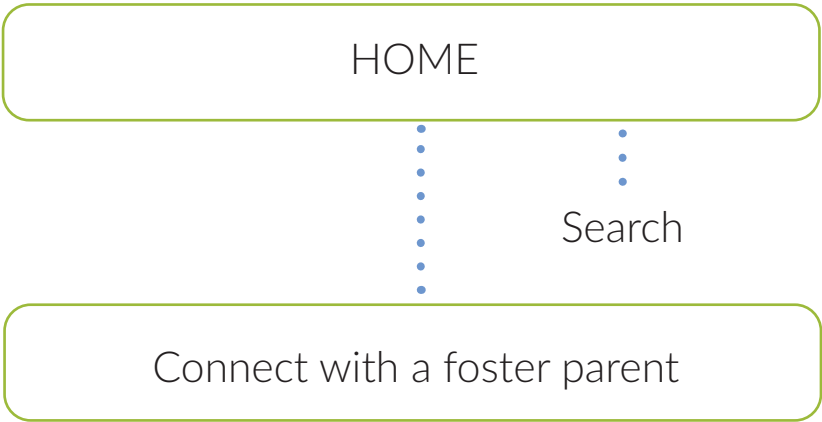
CHALLENGES OF THE USER



ZACH'S GOALS

- Find a safe environment for foster kids
- Supporting foster families
- Meeting compliance requirements

EXPECTED USER JOURNEY



DISCOVERY / DELIVERY CHANNELS



SCENARIO 1

TASK – Find a foster family for the foster kids

Zach has several foster kids that need placements in good homes. With his workload and busy schedule, he doesn't have a lot of time to search. Additionally, he needs to know what kind of kids the eligible foster families are looking for, and he needs to make sure they have been certified before they can foster.

Option A:

- Step 1: Access website and search profiles
- Step 2: Find a foster family profile that matches requirements for the foster child
- Step 3: Open inbox
- Step 4: Compose new message to foster family

Option B:

- Step 1: Access website and search profiles
- Step 2: Find a foster family profile that matches requirements for the foster child
- Step 3: Call the foster family

SCENARIO 2

TASK – Schedule appointments with existing foster families

Zach manages a lot of foster kids, and has to schedule weekly appointments with each of the foster families. Sometimes it's hard to keep all of his appointments straight. This also requires a lot of driving time, and he needs to be able to plan his appointments and driving routes carefully to make the best of his time.

Option A:

- Step 1: Access website and go to inbox
- Step 2: Check new messages, and see if he has any appointments scheduled for today
- Step 3: Go to profile for the foster parent
- Step 4: See their location from their profile
- Step 5: Set the addresses in his GPS so he can plan his route

Option B:

- Step 1: Access website and go to inbox
- Step 2: Sort his messages by name
- Step 3: Make sure he has appointments scheduled for that particular name