



Name: Kind Kimberly

Background Description

- Recent college graduate
- Has worked as a Developmental Therapist for 6 months
- Lives with her two best friends from college

Demographics

Gender:	Female
Age:	24
Location:	Huntsville, AL
Relationship Status:	Single
Title:	Developmental Therapist
Education:	Bachelor's Degree in Social Work

Identifiers:

- Bubbly personality
- Outgoing
- Wants to help the families on her caseload
- Still getting accustomed to her new position

Simple/Complex Task:

- Wants to learn how to view her caseload
- Wants to learn how to add attendance information to the application



Name: Serious Susie

Background Description

- Recently promoted to a supervisory position
- Has worked as a Developmental Therapist for 15 years
- Has one child

Demographics

Gender:	Female
Age:	41
Location:	Franklin, TN
Relationship Status:	Divorced
Title:	Developmental Therapist
Education:	Master's Degree in Special Education

Identifiers:

- Organized
- Dependable
- Extraverted
- Loves working a job that helps families in need

Simple/Complex Task:

- Wants to learn how to view current attendance report
- Wants to learn how to search for previous attendance reports



Name: Joyful Jane

Demographics

Gender: Female

Age: 62

Location: Jackson, MS

Relationship Status: Married

Title: Developmental
Therapist

Education: Bachelor's Degree
in Education

Background Description

- Is getting ready to retire
- Has worked as a Developmental Therapist for twenty-five years
- Has two children and five grandchildren

Identifiers:

- Not tech savvy
- Caring personality
- Hard working
- Respected by fellow coworkers

Simple/Complex Task:

- Wants to learn how to login to her account
- Wants to learn how to add new families to her caseload within the application



Name: Ambitious Amy (stretch feature persona)

Demographics

Gender:	Female
Age:	34
Location:	Chicago, IL
Relationship Status:	Married
Title:	Developmental Therapist
Education:	Bachelor's Degree in Child Psychology

Background Description

- Has a desire to expand her local Developmental Therapy clinic
- Has worked as a Developmental Therapist for 10 years
- Has three children

Identifiers:

- Tech savvy
- Logical thinker
- Overachiever
- Has built great relationships with the families that she serves.

Simple/Complex Task:

- Wants to learn how to enter information regarding the reason for each missed session into the web application.
- Wants to learn how to view a chart that will display patterns to find the most common reasons for missed sessions.