



Leena Flores

PERSONAL DETAILS

Age: 35

Marital Status: Married

Income: \$55,000/year

Location: Toronto, ON

Job Title: Employment Counselor at Covenant House

Education: Bachelor's Degree in Social Work

TAGLINE

"Helping disadvantaged individuals find meaningful employment and reintegrate into society."

BACKGROUND

Leena has spent the past 8 years of her life in the social service sector with the goal of providing support to marginalized groups. She works at a nonprofit where her main responsibility is to help her clients navigate the barriers faced post incarceration. Her daily tasks include meeting with clients, searching for job opportunities, and networking with local employers. She is motivated by making a positive change in her clients' lives and finds satisfaction when her clients are able to successfully reintegrate into their communities.

KEY BEHAVIORS

- Conducts regular one-on-one counseling sessions with clients.
- Uses online job platforms to find potential employment opportunities for clients
- Relies on both paper and digital formats to keep track of client records
- Connects with local employers and organizations daily

KEY GOALS & MOTIVATIONS

- Finding sustainable employment for clients
- Helping clients overcome stigmas associated with having a criminal record
- Encouraging businesses to be more open-minded about offering second-chance employment opportunities
- Finding access to reliable resources to make her workflow more efficient (e.g. job boards, legal information, training programs)

KEY TASKS

- Searching for job postings relevant to ex-offenders
- Managing and tracking clients' progress on job applications
- Finding updated educational material on overcoming challenges like legal barriers and social stigma



TECHNOLOGY USE



SCENARIO

Leena is trying to find job opportunities for her client, David. She's frustrated by how long it takes to manually search through job platforms and confirm which employers are open to second-chance hiring. What she needs is a platform that can quickly filter jobs from willing employers and track David's applications in real time, allowing her to focus on helping him prepare for interviews rather than managing multiple systems.

RESOURCES

<https://www.quora.com/What-are-the-challenges-that-ex-convicts-face-when-trying-to-find-work-What-types-of-jobs-are-typically-available-to-them>

<https://onlinesocialwork.vcu.edu/blog/social-workers-role-in-reducing-recidivism/>

<https://careerwise.ceric.ca/2019/07/05/resources-for-career-professionals-working-with-ex-offenders/>

PAIN POINTS & FRUSTRATIONS

- Difficulty finding employers who are open to hiring ex-offenders
- Navigating between different job portals, paper records, and communication channels to keep track of client information

MUST HAVES

- Organized platform
- Customizable dashboard so she can prioritize tasks or client needs
- Secure data storage
- Access to resources (e.g. legal aid, training programs, support networks for clients)

MUST NEVER

- Over-complicated interface that slows down workflow
- Non-customizable notifications or alerts
- Software that crashes frequently or lags
- High learning curve



Ryan Mitchell

PERSONAL DETAILS

Age: 45

Marital Status: Married

Income: \$85,000/year

Location: Vancouver, BC

Job Title: Human Resources Manager at Sherwin Williams

Education: Bachelor's Degree in HR Management

TAGLINE

"Finding quality talent while giving second chances to those who need them."

BACKGROUND

Ryan has been working in HR for over 15 years and with a recent effort to be more open to incorporating diversity and inclusion practices when hiring. Due to labor shortages, Ryan is exploring second-chance hiring to find employees who may otherwise be overlooked. Ryan believes in giving everyone a fair chance but he is still hesitant and requires doing a lot of research to ensure that he's not exposing his company to any legal risks.

KEY BEHAVIORS

- Reviews applications and conducts interviews with potential hires.
- Connects with second-chance hiring programs to find employees.
- Ensures compliance with legal and HR best practices when hiring individuals with criminal records.

KEY GOALS & MOTIVATIONS

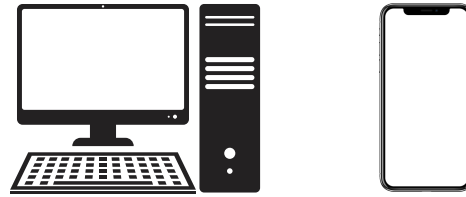
- Filling open positions with skilled, reliable, and motivated workers
- Contributing to his company and his own social responsibility initiatives
- Reducing turnover and recruitment costs

KEY TASKS

- Reviewing resumes
- Searching for incentives or benefits for hiring ex-offenders
- Ensuring compliance with local hiring laws regarding criminal background checks



TECHNOLOGY USE



SCENARIO

Ryan is considering hiring an ex-offender for an open warehouse position, but he's concerned about legal risks and how to onboard the candidate effectively. He needs a platform that offers clear guidance on legal compliance. A well-organized resource library would help him feel more confident about making an informed decision while ensuring his company stays compliant with regulations.

RESOURCES

<https://alis.alberta.ca/inspire-and-motivate/working-with-employers/working-with-employers-to-recruit-and-retain-ex-offenders/>

<https://on360.ca/policy-papers/employing-ontarians-with-criminal-records-policies-to-correct-labour-market-misconceptions/>

PAIN POINTS & FRUSTRATIONS

- Concerns about legal implications of hiring people with criminal records
- Difficulty finding clear, reliable resources offering guidance on second-chance hiring
- Uncertainty about onboarding and managing employees who may face unique challenges (e.g. behavior, mental health, technology literacy)

MUST HAVES

- Information on legal guidelines, best practices for hiring ex-offenders, tax incentives
- Success stories and case studies on hiring ex-offenders
- Support resources for employee onboarding

MUST NEVER

- Complex legal jargon in resources
- Disorganized resource library (e.g. not searchable, not categorized)
- Lack of customization options
- Lack of follow-up support (e.g. resources for training, managing behavioral issues)