

Jennifer Tate



“Just because my husband messed up, doesn’t mean that my children and I should suffer from his absence, and finally we can keep him involved in our lives.”

**Background:** Jennifer Tate is a mother of three who lives in Newark, New Jersey. The father of her children is serving a five-year sentence in an out-of-state prison. Because of having to take care of the kids while working two jobs to cover their expenses, finding the time to drive to visit her husband is extremely difficult. Her two daughters are ages 6 and 7 and her son is 10. Jennifer worries about her children losing a connection with their father and vice versa because of the sparse nature of their visits. Jennifer also struggles with not being able to share the happenings of her life with the man she vowed to spend her life with.

**User Experience:** The Fotopigeon application has really helped Jennifer and her kids keep in touch with her husband. Instead of having to find the time to take photos on a camera she does not have, print them out, find if her husband has been moved or is still in the same prison, and send the photographs, she can send photographs in a matter of minutes. Because she is an avid Instagram user, she really likes that she can upload her photographs directly from her Instagram account in the same manner as when she uploads them to her Facebook. She also really appreciates that Fotopigeon has a constantly updating database of inmate locations she knows her pictures will be delivered. The fact that she gets five free photos a week is really nice, since she does not have a lot of expendable income, but it is frustrating that they come with the company’s watermark on them. She is thinking about making the move to the pay-as-you go plan and paying \$0.50 per photo so she can remove the water mark and send more than five photos but she flip-flops as to whether it is worth it or not.

Her favorite part about Fotopigeon is that she can move between her computer and phone. This allows her to decide which photographs she wants to send at home, but she can follow through with sending them on her way to work. It also allows her to capture candid moments in her and her children’s lives. By doing this, she feels more connected to her husband because she feels like she is keeping him in the picture. Her kids also ask her to take pictures of them to send to their father, meaning they get to keep some form of connection with him between visits.

Jennifer’s main frustration is that her husband cannot send pictures back. She worries about his wellbeing in prison and wishes she could get a visual update on how he is doing. She also would like these photographs to show her children so they can see their

father instead of just receiving his letters. Overall, Jennifer feels that her experience with an incarcerated spouse would be completely different, even undoable if it weren't for this service.

## **Actual Users**

Because of how new Fotopigeon is to the market (less than a year), there is no concrete data available as to their user demographics. However, it should be possible to surmise their main customer demographics based off of a few facts. First, the owner of the company stated that in order to market the company, he sent letters directly to prisoners so that they would contact their loved ones to promote the company (Fenn, 2013). This means that the people closest with the inmates are most likely to hear about this platform. The company also markets itself specifically to loved ones of inmates, which means friends and family. Upon looking at statistics of prison populations, it appears that only 9.32% of male prisoners are fathers (Herman-Stahl, Kan, & McKay, 2008; Glaze & Herberman, 2013). This does not take into consideration how many of them are married, divorced, or how many are fathers out of wedlock.

Therefore, it is safe to say that the majority of Fotopigeon's users would not be spouses of inmates, but they could be parents, siblings, significant others, and friends. Because the data would be too broad to pinpoint specific users, it can be helpful to look at who can likely access the program in order to use it. According to a study done by Pew Research (2014) only 19% of people over age 65 have smartphones and 49% of people between ages 50 and 64 have smartphones. This means that the demographic would most likely be those below the age of 49. Also, of the fathers in prison, 53% were making less than \$12,000 a year before they were arrested (Herman-Stahl, Kan, & McKay, 2008). Only 47% of individuals who make less than \$30,000 a year have smartphones, meaning

that, if most inmates are like the incarcerated fathers in their income, their loved ones are not likely to have a smart phone (Pew Research, 2014).

## **Analysis**

According to the data that I have found, my persona would not really match the person using this application. Because so few inmates are fathers, Jennifer's story does not really align with being a majority user, if the statistics I have gathered are any indication. Also, because she is married to her husband, that puts her in an even smaller category of potential users than just that 9%. Finally, because of the likelihood that her income would be less than \$30,000 a year, she is placed into an even smaller pocket of people who could use this application via smartphone as it is meant to be used.

The only real reason that Jennifer could be considered a majority user would be if other people in her scenario were more motivated to send pictures to inmates. In other words, just because she is part of a minority population in prison, her relationship with an inmate could motivate her to use the application more than a normal friend would. Also, if she is connected with her husband's mother who does not know how to navigate the platform, perhaps she would be sending pictures on the mother's behalf as well. Jennifer could also be sending more pictures to the inmate compared to other people. A friend might send one or two pictures of a friend group, but Jennifer could send pictures of each one of her children, herself, or their house to show updates. These scenarios do not seem that far fetched and thus Jennifer could actually be a majority user, but it is hard to say since there is not actual data to look at and reference.

## References

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