

DANIELA HERNANDEZ

DEMOGRAPHICS

Age: 37

Location: San Diego

Ethnicity: Latin

Marital status: Widowed

Occupation: Clerk at law firm

Personality: Hard worker, loving, introvert, keeps feelings to herself.

MOTIVATION AND NEEDS

- Needs to get better to take care of children

GOALS

- Get better to be able to live longer and take care of kids.
- Go to Law School and become a lawyer healthy

CHALLENGES


- She has no other family to help her and her kids financially.
- She is very busy, so she does not have a lot of time to do research about the right items to buy,

STORY

Daniela is a mother of 2 and recent widow. Works as a clerk in a law firm where she aspires to work as a lawyer after she gets her Law Degree. All her free time goes to spend time and take care of her children. So it is more than inconvenient for Daniela when she finds out that she needs to have a precautionary mastectomy since she is a high risk person to develop breast cancer. Even though her insurance covers the surgeries, she does not have the financial backup that involves the procedure. She does not have a lot of time to do research about her surgery and what she might need. She hopes to find information very handy and to be able to buy everything she needs at an affordable price.

Interests

- Reading political news, writing opinions, watching lawyers and action movies and tv series.

<p>"Preparing for my surgery is easy. I'll do it later"</p>	<p>surgery, and that is money. Therefore, I'll save all the money at any expense"</p>
<p>"I do not have the money to pay for the special bras. I'll just improvise when the time comes"</p>	<p>"It is so hard to find accurate information of what I need during this process"</p>
<div>  <div> <p>This surgery puts back my plan to go to Law School.</p> <p>Tired because she does not take good care of herself.</p> <p>Overwhelmed: when she thinks about the number of things she need to do.</p> <p>Stressed about the lack of information, resources and products there are to prepare for her surgery.</p> </div> </div>	
<p>Wakes up early, takes the kids to school, works, comes back home late, goes to bed at 1am.</p>	
<p>Does not invest a lot of time on herself.</p>	
<p>Stresses too much and does not</p>	
<p>DOES</p>	<p>FEELS</p>
<p>GOALS</p> <p>Get better to be able to live longer and take care of kids.</p> <p>Go to Law School and become a lawyer healthy</p>	

and she needs to get certain supplies at home before it. The doctor specified what type of bra she needs but she is not able to find one at an affordable price in any of the brands she knows.

How? She logs into her personal computer and goes to the webpage the doctor recommended her. She has not heard about it before, but since it comes from a trust source, she decides to give it a shot. In this page, she is able to look for bras with her specifications and browse among the ones she can afford.

Why? Daniela does not have a lot of free time, but after lunch she has 10 minutes before she needs to get back to work. She needs to take advantage of those small moments when she can do something for herself, so she decides to log into the webpage and go through some of the products that she needs to buy.

How? Using her work computer, which is already on, she logs into the webpage and enters her account information such that she can see all her saved products and the info she has saved in there. She looks through new releases, which are filtered by her specifications.

Why? Waiting by the school to pick up her kids, Daniela is thinking of the times she will go to the local pool to tan and play with her children. She is thinking they need to have a stronger support and she wants them to hide her scars.

How? While she waits, she quickly logs into the webpage. She logs on to the webpage and searches through the bathing suits that hide certain spaces of skin. She does multiple searches in the same webpage varying the support these bathing suits have.

Daniela Hernandez' Journey Map

Initiation

Daniela has her schedule full: wake up, take kids to school, go to work, come back and make dinner, study for her LSAT, repeat. She has no one to help her, so she is always in a rush trying to get everything done. Additionally, she needs to get surgery to prevent the development of breast cancer, so she has been going to the doctor frequently.

Frustration

Daniela is anxious and frustrated about the lack of time she has to prepare for the surgery. The doctors have been telling her to save time to prepare for the surgery, but that's the thing she does not have. She knew that it was hard finding the right clothes and lingerie for her recovery. Besides, these items are too expensive for her and she cannot afford them.

Solution

Daniela had heard through a friend about a webpage that had all the information about which items she needs for her surgery and that it has a great variety of products. She logs into the page and found herself in a specialized webpage. She sees an option to personalize the products according to her situation.

Achieving Goal

After specifying her type of surgery, she gets multiple options of clothing and lingerie that she can buy. She is able to sort the items by style, color, and most importantly: price. There is an option where she can scan her recipe for her ideal bra and the webpage will show her options of stores that create them. She can request them online by providing her measurements. She did not waste time looking for these pages: it was all in one place!



Jane McAllen

DEMOGRAPHICS

Age: 40

Location: Bay Area

Ethnicity: Caucasian

Marital status: Married

Occupation: Charity Director

Personality: bossy, organized, warm, caring, anxious.

MOTIVATION AND NEEDS

- Get healthy to continue her job with the charity.
- Get healthy to take care of old parents.

GOALS

- Get healthy fast but without losing style.
- Have every second organized to make sure everything goes to plan

CHALLENGES

- She is really busy because of her parents, children and charity
- Husband travels a lot so she needs to be in charge of her house and all the local responsibilities of her husband

STORY

Jane works for the International Children Foundation. Besides this, she takes care of her children, parents and parents-in-law, which have a really advanced age. Fortunately, her husband is the CEO of an important company in Silicon Valley, so she does not need to worry about money. In one of her annual medical check ins the doctors noticed the beginning of the development of cancerogenous cells in her breasts, which have fortunately stayed concentrated there. Her doctors said that the best long term solution would be the removal of her breast tissue. Jane does not want to invest more time than what she would on a punctual lingerie shopping, since she needs to invest more time in the arrangement of her children and parents.

Interests

- Exercising, Spinning, hiking, shopping, spending time with her family (specially on Sundays).

lunch!!

“Saturdays are for the kids, Sunday for my parents and parents-in-law. I do me time 1 hour on Mondays and 1 hour on Fridays”

“I’ll find a time where I can go to spinning Class, even if it is 6am”

Writes down everything in her organizer, including her sleeping and resting time.

Does not invest a lot of time on herself.

Stresses too much and does not

DOES

GOALS

Get healthy fast but without losing style.
Have every second organized to make sure everything goes to plan

solutions.

I need to arrange the caring of my parents and parents-in-law to be able to make a calm recovery.

Organization is the key to everything

Overwhelmed by the amount of responsibilities she has.

Tired: for filling her schedule to its maximum.

Happy about the family she has but anxious about all their needs.

FEELS



specified what type of bra she needs but she does not have enough time and search multiple pages to find the right one.

How? She logs into her personal computer and goes to the webpage she read about in a post-mastectomy blog. She has not heard about it before, but since it comes from a trusted source, she decides to give it a shot. In this page, she is able to look for bras with her specifications and browse among the ones she thinks are the most stylish.

Why? Jane needs to make the most out of her time between meetings to do things for herself. These are the times she uses to make appointments for herself and to look for clothing online.

How? Using her work computer, or sometimes her smartphone, which is already on, she logs into the webpage and enters her account information such that she can see all her saved products and the info she has saved in there. She looks through new releases, which are filtered by her specifications. She makes sure to get the lingerie selection of a certain material through the filters.

Why? Just before going to sleep, her husband comments her about going on a trip to Hawaii after her recovery. She recalls she will have new scars and she would like to buy bathing suits that protect them from the sun.

How? She logs into the webpage and looks for bathing suits that cover these scars. She also noticed a information subsection that explains how to look for bathing suits that hide these scars and are supportive. She adds some styles she likes into the shopping cart and looks in other pages using the requisites she knew from before.

Jane McAllen' Journey Map

Initiation

Jane is an extremely organized person. She has everything planned with a lot of anticipation, so when she was notified she needed to get a mastectomy to prevent breast cancer, she had to plan everything again. The main reason she is so organized is to make sure she does all her responsibilities: take care of her kids, parents, parents-in-law, the charity, etc. But this is an activity she needs to fit into her schedule.

Frustration

Jane is frustrated because she has heard it is hard finding information about what she needs for the surgery. The doctors gave her a list of some necessary items, but she believes she will not have the time to look at them detailly. She needs a resource that is straightforward and has enough variety for her to be able to quickly choose.

Solution

Jane logs into this webpage, which she heard had all the information and variety of products for her surgery. She inputs her information (type of surgery, measurements, type of bra, etc) in the preferences and searches through the category of the items she needs. For some of them, she uses the search box.

Achieving Goal

Jane is able to browse easily through the webpage for the items that she needs, She is able to add all her items to the shopping cart. She is also able to easily browse for items ideal for her situation and read and learn more about her process She was able to order her specialized bras without the need of going to a store in person, which helped her invest that time in other places.