

Betty Jackson



Demographics

Age: 81 years old

Education: University of Alabama

Ethnicity: Caucasian

Marital Status: Widowed

Occupation: Retired elementary school teacher

Betty's Story

Betty is recently widowed and is now struggling with everyday tasks such as remembering her medication and driving because her husband used to do these things for her. She never had children, so she has no close family members to help take care of her. As a result, Betty is looking for a senior caregiver to provide her with help around the house and general companionship so she does not feel lonely. Unfortunately, Betty is not good at technology so she has a difficult time browsing senior care sites because the interfaces are usually cluttered and distracting. Because she has specific requirements for her caregiver, she is looking for a website with a neatly organized filtering menu to quickly and easily help her find her match.

Motivations and Needs

- To find a caregiver to take care of her after her husband's passing
- To find companionship to keep from feeling lonely

Goals

- To foster a strong relationship with a compatible caregiver
- To not have to worry about taking care of herself in her old age

Challenges

- Betty is unfamiliar with technology and has trouble navigating care websites, especially if they are disorganized
- Betty never had kids, so she does not have close family that will assist her in finding care