

Jimmy Zhu



"I am looking for a mobile application that will allow me to meet new people and live safely with my family."

Bio

Jimmy is a new immigrant who moved to the United States with his wife and son. He and his family came to the US primarily to support his son who is here to attend college and to receive a job offer after graduation. Jimmy is trying his best to look for opportunities to maximize his quality of life in Ann Arbor, but due to the language barrier, he is struggling to do so.

Age	49
Ethnicity	Chinese
Location	Ann Arbor, MI
Marital Status	Married
Education	High School Graduate
Income	\$25,000/year
Occupation	Restaurant Worker
User Type	Dedicated

Goals

- + To support his son physically and financially so he can focus on his education and graduate with little to no debt.
- + To become proficient in English reading, speaking, and writing in order to become a United States Citizen and to communicate with others without translation assistance.

Needs

- + Currently looking for a cheap or free English tutoring service that fits with his work schedule and offers a personalized plan for him to learn English and understand American culture.
- + Seeking to join a Chinese community church where he can cope with his mental illness and build a stronger network.
- + Interested in programs and opportunities both online and offline, such as healthcare and more accessible and healthy grocery stores, that would allow his family to spend less money.

Belief

- + Believes that working hard on a daily basis to support his family will eventually allow his son to receive a job with high income and elevate his family's socioeconomic status.

Daily Routines

Weekdays

Work

Eight hours a day, five days a week, as a cook at a local Chinese restaurant

Art and Music

Writing calligraphy and listening to Classical and Jazz music after work

Online Activities

Reading news, watching videos, and communicating with friends and family overseas via Skype.

Weekend

Grocery Shopping

Purchasing groceries necessary for three people that lasts for at least an entire week.

Window Shopping

Going around the city to visit thrift shops, vintage stores, and local museums.

Technology Skills

Internet Familiar with Google, Youtube, but unfamiliar with other sites

Mobile Basic knowledge with basic functions and applications (e.g. Calling, Text messaging, WeChat)

Social Media Moderate knowledge with Chinese social media sites; unfamiliar with Facebook, Twitter, Instagram, etc.

Sammy Dervishi



Bio

Sammy is a new immigrant who moved to the United States alone, leaving her parents back in Albania. She currently attends a community college, but seeks to transfer to a four-year state university and eventually become a doctor. She is also working while taking classes to pay for her tuition and basic needs.

Age	24
Ethnicity	Albanian
Location	New York City, NY
Marital Status	Single
Education	Currently in Community College
Income	\$1,300 to \$1,500/month
Occupation	Student/Part-Time Waitress
User Type	Resourceful

Goals

- + To transfer from the local community college to a four-year state university on the Pre-Medicine track. In order to do that, she plans to achieve high marks in her classes and save money in order to pay for her undergraduate and medical school tuition.
- + To improve her English language skills so she can become a United States Citizen and communicate with and establish closer relationships with professors and classmates both online and offline more easily.

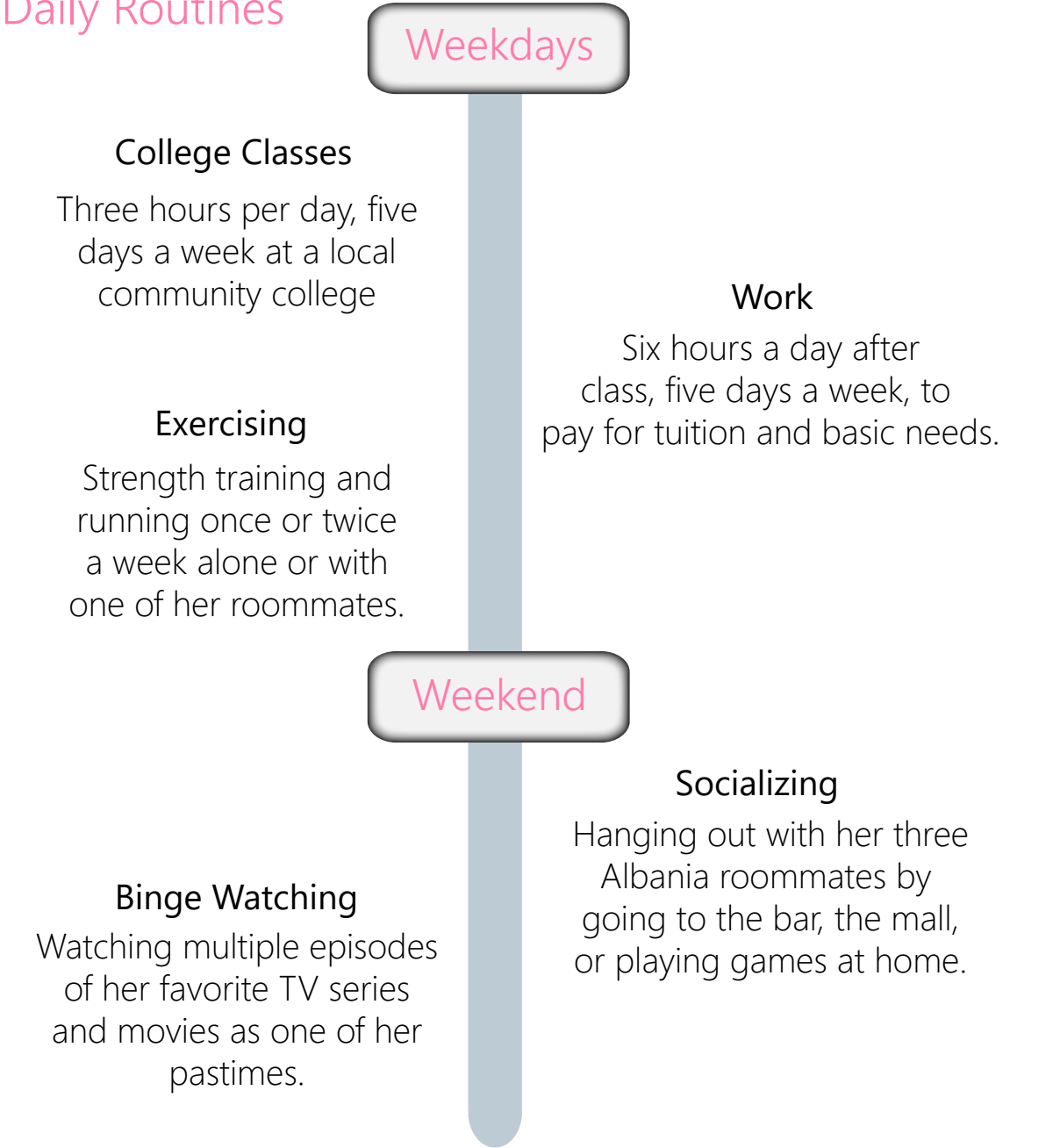
Needs

- + Searching for local organizations that assist immigrant students through academic, financial, and mental support.
- + Specifically looking for internships and better job opportunities that align with her career path so she can improve her resume and her chances to attend medical school. Unfortunately, the community college she is currently attending lacks an extensive academic advising program for immigrant students.

Belief

- + Believes that meeting new people, both in and out of academia, is essential to success and hopes to expand both her online and offline social network as she assimilates to American society.

Daily Routines



Technology Skills

- Internet** Frequent user of Quora and Reddit primarily looking for answers to a variety of questions.
- Mobile** Frequent user of text messaging and Facebook app, but finds little use for the latter.
- Social Media** Lack of knowledge outside of Facebook; seeks to explore other platforms.