

# MIKAYLA BECK



"I am excited to become a doctor in the near future, but I am unsure about all the steps I need to take to get there"

Age	• 21
Occupation	• Student
Education	• B.S. Psychobiology
Ethnicity	• White
Marital Status	• Single
Personality	• Passionate, Outgoing, Forgetful, Busy

## GOALS

- Get into medical school
- Find information on how to afford graduate school
- Find out how COVID-19 will impact her medical school applications

## CHALLENGES

- Is not sure which websites have accurate and reliable information
- Does not have time to search for information because she is focusing on her classes and extracurriculars
- Rarely looks for information beyond her school's website

## ENVIRONMENT

- Is technologically savvy
- Is always using her computer for school
- is surrounded by a supportive community at school with lots of resources

# ROSA TORRES



"I love my grandkids and want to make sure that they are safe"

Age	• 70
Occupation	• Retired
Education	• High School
Ethnicity	• Hispanic
Marital Status	• Widowed
Personality	• Caring, Generous, Talkative, Gentle

## GOALS

- Find out how COVID-19 will impact her grandchildren's schooling
- Make sure that her grandkids can receive an education

## CHALLENGES

- Is not sure where to find educational information
- Is not as familiar with modern technology
- Gets easily frustrated with online systems
- Relies on word of mouth to get most information (e.g. family)

## ENVIRONMENT

- Is not technologically savvy
- Watches the news daily and receives most relevant updates by watching TV
- Is surrounded by a supportive family that is there to help her

# KRISTINA LEE



"I want my kids to be well educated so that they can accomplish their dreams."

Age	• 42
Occupation	• VP of Film Operations, NBC Universal
Education	• MBA
Ethnicity	• Asian
Marital Status	• Married
Personality	• Loving, Charismatic, Strict, Intelligent

## GOALS

- Wants her children to succeed in school and pursue higher education
- Wants to stay updated on the changing circumstances regarding COVID-19 and her kids' education

## CHALLENGES

- Does not have extra free time between work and caring for her family
- Is trying to navigate working from home while her kids do online school (because of COVID-19)

## ENVIRONMENT

- Is technologically savvy
- Is knowledgeable about pursuing higher education because she did herself
- Relies heavily on email updates (from her kids' school and for work)

## SAYS

- "I don't have a lot of free time so I try to minimize the time I spend aimlessly searching on the internet."
- "I have access to a lot of resources through my school, but I am not exactly sure where to find them."

## THINKS

- that a lot of websites are filled with unnecessary information and data
- that the internet is a good place to find resources & answers to her questions

# MIKAYLA BECK

## DOES

- googles anything and everything that she has a question on
- asks peers/friends for advice on how to find information
- skims text blocks to find specific information

## FEELS

- Overwhelmed with the amount of resources she is provided with
- Determined to find answers to her questions

## GOALS:

- quickly navigate a website
- be able to find information about specific topics



## SAYS

- "I don't even know where to start when it comes to looking things up online."
- "I am willing to use the internet, but only if I am able to find the information I need easily."
- "I want to stay updated on everything going on but am unsure of how to."

## THINKS

- that the internet is difficult to use
- websites are difficult to navigate
- reliable information can be found through many different sources

# ROSA TORRES

## DOES

- talks to her family frequently and looks to them for advice
- gets information from the news and word of mouth

## FEELS

- Frustrated because she does not know how to navigate the internet without help
- Confused because she does not know where to look on the internet for correct information

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## GOALS:

- have a general understanding about education related topics and how it will impact her grandkids
- be able to navigate the site to find only the most important topics

## SAYS

- "I don't have a lot of free time, but I always stay informed about what is currently happening in my life and the lives of others."
- "I trust news outlets and government websites to provide accurate information"

## THINKS

- the internet offers valuable information at the touch of a finger
- that the internet is a good place to find resources & answers to her questions
- that information regarding education can be found in many different place

# KRISTINA LEE

## DOES

- reads every article/resource thoroughly to fully understand what is going on
- Cross references multiple sites

## FEELS

- Confident about learning how to use different websites
- Determined to find answers to her questions
- Intrigued by what resources websites can provide her with

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## GOALS:

- stay updated on what is happening with the education system in general and also how that will impact her kids
- find relevant information on a variety of educational topics