

Persona 1



Mrs. Esther

Age: 65

Job: Special needs teacher/
grandmother

Background:

Esther has been a teacher for 40 years, the last 20 with special needs children. She is patient with her students and knows what to expect, but as she gets older, she desires to make everyone's lives easier and faster. Her resources through her school are available, but she also would invest in things that help her job.

Goals:

- loves children and families, and wants to protect and provide for them
- wants to make life less stressful for herself and her job
- works out of necessity, but feels a responsibility towards her students

Frustrations:

- special need children are messy
- there are not enough resources or time for care and clothing

Skills:

- abundant love
- not a technology expert, but is able to get online
- maintains a small Facebook presence

Persona 2



Kim

Age: 37

Job: stay at home caregiver
and mom

Background:

Kim has two children, one of which has a disability, and is able to stay home with her kids while her husband works in town. She and her children keep as much of a social life as they can and enjoy getting out of the house. Kim and her husband have family and friends to support them when they ask for help.

Goals:

- wants to give a good life to her special needs daughter
- wants to keep her daughter's dignity and health
- wants to make home life easier as a reasonable effort and expense
- doesn't want to be rash or trendy, but reliable and updated

Frustrations:

- not a lot of options in special needs supplies
- laundry and cleaning is a constant chore at home and in the car
- there is always a concern about messes when in public

Skills:

- very connected in social groups for social needs families
- active on social media and online group pages
- very knowledgeable about different needs and its demands and requirements
- excellent communicator and work ethic