User Persona: Basic Information

User Expectations



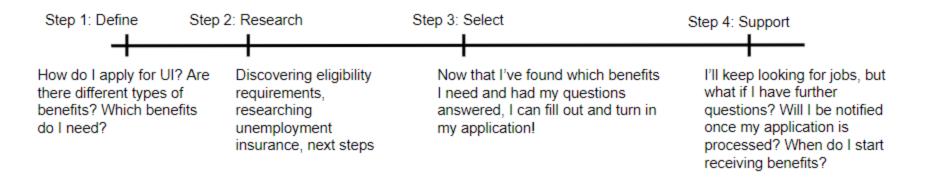
My name is Marisa! I am 35, a single mom, and looking for work after my most recent contract job ended. Until then, I'll need stable financial security.

Applying for unemployment should not be too complex. I'm busy with my kids, so I also need it to be quick and easy to understand. If I have any questions, I hope I can easily find the answers to them.

Possible emotions during this process:

- Frustration
- Worry
- Stress
- Impatience

User Journey



Opportunities

- Streamlined application process
- Access with different languages
- A way to invoke positive emotions instead of negative
- A guiz to help simplify the research process
- User-friendly interface that is readable and welcoming