

User Persona: Basic Information



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.

User Expectations

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

Step 1: Define

Step 2: Research

Step 3: Select

Step 4: Support

How do I apply for UI? Are there different types of benefits? Which benefits do I need?

Discovering eligibility requirements, researching unemployment insurance, next steps

Now that I've found which benefits I need and had my questions answered, I can fill out and turn in my application!

I'll keep looking for jobs, but what if I have further questions? Will I be notified once my application is processed? When do I start receiving benefits?

Opportunities

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