



Hack4SocialGood

**24 hours care challenge**

**Care giver** portal

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# Problem Space

Increasing Population	→	Demand Care Seekers
Personal	→	Lack of Care Givers
Various Cantons	→	Legal disclarity
Intransparent	→	Lots of Shady untrustworthy companies Bad reputation in the industry
Foreign Part time Worker (no info)	→	Lack of information and exchange possibilities

How can we **support job searches**, in particular for cross-border labor, and further transparency with a **better market for care givers**?

# Persona: Maria

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Age	48
Income	Low income in health industrie
Country	Romania
Living status	Divorced
Environment	Difficult social-economic enviroment
Interests	Family oriented, reading, drawing
Problems	Only breadwinner in her family
Habits	Puts family first , sense of community
Wishes	Better future for her kids, being independent

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# Hopes and Fears

## Hopes:

Better future for her kids

Financial stability

Safe job environment

## Fears:

Not understanding Language

Being alone

Being mistreated

Not being paid / being paid less

# Value Proposition Ecosystem

