

Carol the Busy Full-Time Professional and Mom



"There are a lot of schedules in my home at any given time. Figuring out time schedules is a challenge for all the bodies that live here."

Age: 54
Gender: Female
Status: Married with three children
Home: Southampton, MA
Job Title: Account Specialist,
XYZ Financial Group
Income: \$74,000
Situation: Her aging mother is starting to show signs of dementia.

PERSONALITY

- Family-oriented
- Take charge
- Serious
- Practical
- Thinker

ABOUT

Carol is juggling working full-time as an Account Specialist. She has three children, a set of twins in 9th grade and one child in his freshman year of college. Her husband is a Project Manager of a large firm and travels several times a month. Carol has a brother who lives in New Jersey and is busy with his family and career.

Recently, Carol's Mom who is 80 years old fell. She is home from the hospital but Carol is noticing that her Mom is forgetting things. First the things have been small, but when Carol went over to her Mom's house, she noticed that she isn't taking her medication and the garbage hasn't been taken out in several weeks. Carol's Mom lives an hour away and she is trying to see her at least once a week, but wants to figure out how to monitor her at a distance. Carol asked her Mom to come and live with her but Carol's Mom feels her house is too hectic, cramped and loud. Carol is not sure where to start with her Mom, but heard through a coworker that a home care companion might be able to assist as well there are some technology devices available. She is exploring all options within her financial resources.

DEVICES



Laptop/Desktop
4-6 hrs/day



SmartPhone
1 hr/day

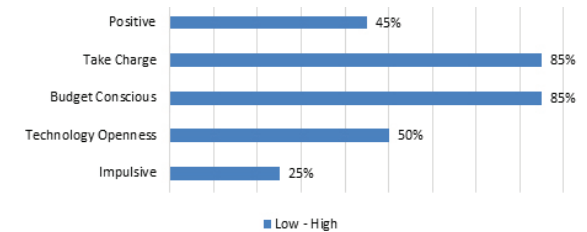
LIKES AND VALUES

- Spending time with her family
- Attending family activities
- Eating at nice restaurants

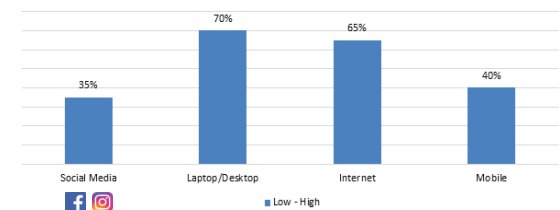
DISLIKES

- Overtime at work
(she is struggling with the work/life balance)
- Clutter/messiness
- Complicated everything, likes simplicity
- Time-consuming activities
- Inaccurate information

BEHAVIORS



TECHNOLOGY EXPERTISE



Carol is more comfortable using a laptop/desktop than a mobile device due to her experiences with work. She is on social media but is limited due to time constraints. She primary is on Facebook but has started to be on Instagram since her children are present there the most. Carol prefers talking to someone on the phone than using the Internet to search.

Antone the Extravagant Jovial Son



"Nothing but the best for my Mom."

Age: 38
Gender: Male
Status: Divorced with two children
Home: Boston, MA
Job Title: Salesman, BMW
Income: \$46,000
Situation: Newly divorced, Antone is living on his own, the first time in fifteen years. His mother is starting to lose her eyesight and has additional health complications. Antone is her only son and all other family members are much older.

PERSONALITY

- Outgoing
- Jovial
- Generous
- Salesman

ABOUT

Antone is newly divorced and recently just moved into a luxury apartment in Boston. He works a lot of hours. He has two children but sees them every other weekend when is not working.

Antone's mother lives in his childhood home 30 minutes away. She goes out to eat with the ladies or gambles at Mohegan Sun occasionally. His mother has macular degeneration. Antone recently got a call from a neighbor that his mother crashed into the side of his garage and that she should not be driving. Antone started to have Pea Pod service deliver food but knows his Mom might need more care. He is looking for a technology solution as well as where he can look something up and figure out what to do next. With big issues, Antone likes when someone tells him what to do; he has no problem getting the best for his Mom.

DEVICES



Tablet
4 hrs/day



SmartPhone
3 hrs/day



Laptop/Desktop
1 hr/day

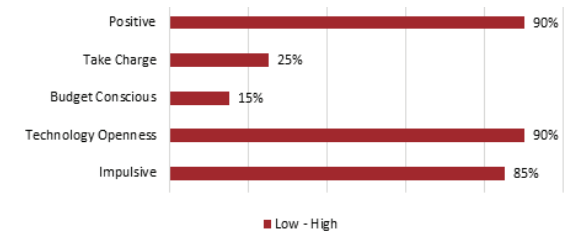
LIKES AND VALUES

- Cities
- Music
- Technology
- E-commerce
- Wealthy things

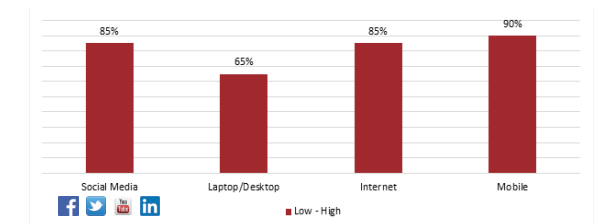
DISLIKES

- Poor quality
- Rigid schedules, likes on-demand items
- Long wait times for anything

BEHAVIORS



TECHNOLOGY EXPERTISE



Antone uses a tablet mostly at work, sometimes a work desktop as well as his cellular phone. He prefers to find things packaged on the Internet prior to calling because his phone time is limited to talk, he also prefers texting. He is on social media a lot keeping up with friends, car articles as well as shopping.

Ann the Retired School Teacher



"We spent many years making happy memories. Now, I need to remember those memories when I struggle to care for my husband."

Age: 78
Gender: Female
Status: Married with two grown children and four grandchildren that live in different parts of the US.
Home: Hyannis, MA
Job Title: Retired school teacher
Income: \$6,500/month fixed (their home is paid off)
Situation: Struggling to take care of her husband who recently had a stroke

PERSONALITY

- Kind
- Gentle
- Caring
- Careful

ABOUT

Ann worked for many years as a teacher, mostly in second grade. Her husband is a retired Accountant and also served in local politics. He is passionate about the news as well as his Red Sox. Several months ago he suffered a severe stroke which made moving from the waist down difficult. His wife Ann has been helping Bill bathe and take care of the house. Ann is having trouble lifting Bill and feels frustrated that everything they do is very complicated now.

Recently, at the Doctor Tom's office, Doctor Tom told Ann that she should find personal care help for Bill. Ann and Bill are very private people and not sure how they feel about having a stranger come into their home on such a personal basis. Doctor Tom advised Ann that if she didn't find help soon, she would be in the hospital. Ann said that she will try to find help. That night, Ann cried for the first time to one of her daughters about the situation. Kim said that the two of them would find a solution.

DEVICES



Tablet

1 hr/week

Her daughter recently bought this as a gift.



Laptop/Desktop

1 hr/week

sometimes
(At the Library)

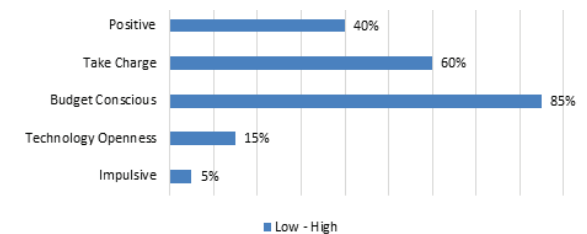
LIKES AND VALUES

- Gardening
- Reading
- Her cat
- Children

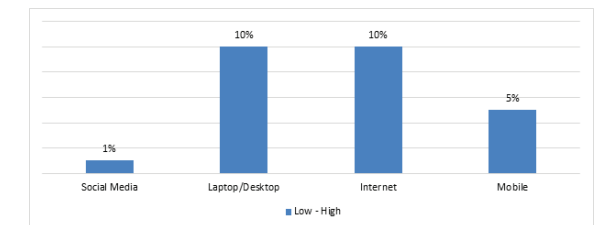
DISLIKES

- Disrespectful language
- Disorganization
- Complicated things

BEHAVIORS



TECHNOLOGY EXPERTISE



Ann is familiar with a laptop/desktop but they do not own one. Her husband used one for Accounting and manages the finances. Sometimes they go to the library to use this to look up things. Her daughter got her a tablet several months ago but she hasn't really used this. Ann knows what Facebook is, and her daughter installed this on the tablet, but she hasn't set up an account. What an invasion on privacy!

Margaret, a Second Generation Puerto Rican and Career Professional



"The family's well-being is Numero Uno, but financial survival is also paramount."

Age: 62
Gender: Female
Status: Married for 38 years with two children. Both children live in another location in the US.
Home: Springfield, MA
Job Title: Senior Manager of Commercial Accounts, Telecommunications Firm
Income: \$72,000
Situation: Margaret's non-English speaking mother, 82-year-old Elsa, has been sliding into dementia/early stage Alzheimer's for the past 6 years.

PERSONALITY

- Problem-solver
- Thoughtful
- Loving

ABOUT

Margaret, the family breadwinner, works for a hectic telecommunications firm that allows no time for outreach to family during working hours. Margaret is happily married to Jorge and they are proud of their two college-graduate daughters, Ingrid and Luz, who are working in promising careers in NYC and Washington DC. However, because Margaret and Jorge made huge financial sacrifices to pay for their girls' Ivy League college educations, they have no resources to pay for other family members' needs.

Margaret's mother, 82-year-old Elsa, has been sliding into dementia/early stage Alzheimer's for the past six years. Elsa speaks very little English and has become obsessively dependent on 80-year-old Roberto, her husband of 60 years. Margaret's younger sister Irina, who was disabled at birth and needs help moving around, lives with Elsa and Roberto. Despite Margaret's encouragement and suggestions, her father Roberto will not bring in homemaker/home health aide support to give him respite in caring for his wife Elsa because of financial concerns.

Margaret is sick with worry, both for the physical and emotional health of her dad, Roberto, and for the future of her younger sister Irina, who bears witness to Elsa's Alzheimer-induced fits of rage, depression and confusion.

DEVICES



Tablet
1 hr/week



SmartPhone
3 hrs./day



Laptop/Desktop
8 hrs/day

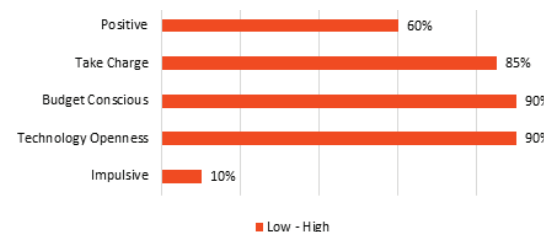
LIKES AND VALUES

- Organization
- Cleanliness
- Financial survival
- Hard work

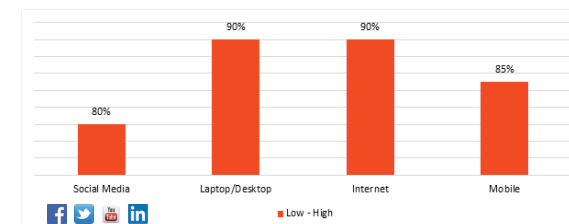
DISLIKES

- Lack of patience
- Intolerance

BEHAVIORS



TECHNOLOGY EXPERTISE



Margaret's work to resolve corporate clients' communications logjams draws from her experience and knowledge of network systems and her ability to "triage" situations. Desktop by day, SmartPhone by night, texting with her daughters.