JENNIFER CHANG, Medical Assistant

AGE
28

LOCATION
Queens

SALARY
$60,000

DEPENDENT
None

Most Used Websites

"I want to find my dream job in Nursing!"

Jennifer is a nursing student, currently working as a medical assistant in Queens. As a student in the midst of a career change, she has no extra time for other opportunitites unless it involves monetary compensation or college credit. After work and school, she sits in bed at night scrolling her social media feed and reading Nurse_org blog posts. With an aspiration to work close to home, she will often search 211 to learn about her local hospitals. She likes the idea of calling 211 since she can speak to someone in Chinese, but hates long wait times .

MOTIVATION AND GOALS

- Gain a nursing job in a NYC hospital close to home
- Speaking in her native language as much as possible
- Easily accessing information on careers in NYC hosplitals on the web

PAIN POINTS

- Search results that are not relevant to her needs
- Long wait times to speak with live represenatives
- Translation and bilingual services not always available

ANDREA CAMBRY, Pharmacist

AGE
40

LOCATION
Manhattan

SALARY
$120,000

DEPENDENT
2 Children

Most Used Websites

"I feel a great sense of responsibility to help others"

Andrea, born and raised in Manhattan, is a well respected pharmacist working at New York Presybeterian. At work, she's considered "the resourceful one", since she always knows whats happening in NY. At home, she's "the busy one" as she is on the school Ledership Team at her kids school and a weekend volunteer at church. With so much on her plate, and yearning for more opportunities to help others, she aspires a certification in Pharmaceutical Technology. This had led her to looks for resources and additional expertise in her field on the NYS Dept. of Health website.

MOTIVATION AND GOALS
• Volunteering at local events and partnering with organizations in her spare time
• Seaching sites that provide a vast amount of information in the Pharmacuetical field
• Signing up for newsletters to be reminded of local and family events in NYC

PAIN POINTS
• Sites that are visually unappealing and provide little to no information, resulting in dead ends
• Reading outdated information on well trusted websites
• Sites that dont have advanced filter settings for searches

NOAH KRAUS, Teacher

AGE
62

LOCATION
Brooklyn

SALARY
$70,000

DEPENDENT
1 Adult

Most Used Websites

"It's time for me to retire and enjoy life a little more "

Noah may not be the most technologically savvy, but he's made a living as a Science teacher for the past 29 years. Noah has plans to retire and is looking forward to attending community events more during his retirement. When he wants information on NYC school updates and retirement, he searches the NYC Dept. of Education and the Dept. of Labor websites. He enjoys browsing sites with easy to read layouts that give off a sense of community. He heavily browses familiar sites, but likes to "Google it", as his students say.

MOTIVATION AND GOALS

• Staying connected to the DOE and making sure he receives all retirement benefits

• Ensuring he receives all the social services due to retired New Yorkers

• Frequent updates on happenings within New York City

PAIN POINTS

• Sifting through endless categories on websites.

• The procedures and forms are complicated and hard to undertand

• Not knowing about the latest happenings in his community.