

REACTIVE

GUARDED

IMMATURE

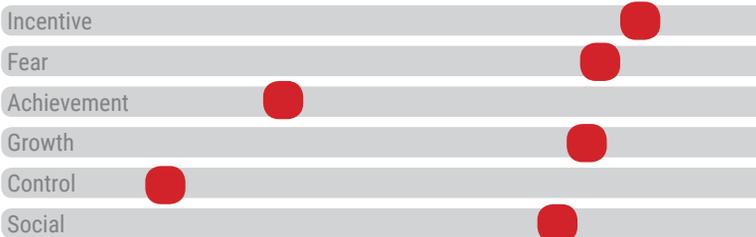
# Do it Yourself Dani

22, Mother of One

Apple Valley, CA  
Medical Recored Tech

“Most of the time I don't know if I'm doing it the right way, if there is a better way, or sometimes I just forget.

## MOTIVATIONS



## GOALS

- Finding way to keep me updated
- Can I find a way it do it myself
- What's best for my son

## FRUSTRATIONS

- There isn't enough help
- I don't know if I'm following the right process
- Unsure if its done right / lack of confidence

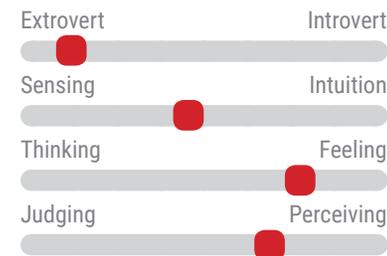
## EDUCATION

- AA, Public Health—Victor Valley College
- BS, Nursing—Starting Fall 2018

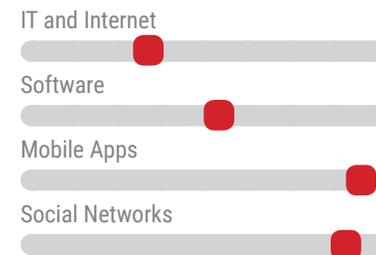
## PROFILE

Dani is a young single mom. She's made some mistakes in her life, but she's is working hard to give her son the best life possible. She gets a lot of guidance form her mother who holds her accountable daily. She currently works at a local Health Care clinic as a Medical Recored Tech five days a week. In the Fall she will attend the nursing program at the local community college with the hope of providing a better life in the future for herself and her son. During this time her mom will be helping by picking Dani's son three days a week from day care.

## PERSONALITY



## TECHNOLOGY



## BRANDS





**Think & Feel?**

Feels a little lost. Like its the first day of school

Always thinking Did I forget something

Wonders if her son is happy during the day

Wishes she didn't have to leave him each day

Please clear you plate.

Very good (working with colors)

Next week is the field trip

On Monday we will be closed

I forgot to bring more wipes

**Hear?**

**See?**

Confident parents

Clip boards outside each class with kids names on them

Some children are play while others are eating

Cubicles for storing jackets and boots

Some parents are talking, other coming and going

A reception desk and a young woman around the same age attending it

**Say & Do?**

Is it ok that I his stuff in the cubicle?

What do I do about days you're closed?

He's been really fussy about food lately

If he's sick, how do I let you know? And how do I know if I should keep him home?

**Pains**

Unsure if she correctly checked in/out

Always feels like she's forgetting something

Needs to get to work on time

Would like to know her son is happy during the day

**Gains**

More confident when leaving

Getting to work on time

Not having to worry if she forgot something

Knows he's happy