

Jim & Sarah

"We need to make more time for each other."



Jim and Sarah are a married couple who are looking for someone to help them work out some of the tensions in their marriage

AGE: Jim, 40. Sarah, 36

OCCUPATION: Jim works at ESPN and Sarah works as a nurse.

FAMILY: Married, two children, live in a house they own in Bristol, CT.

HOUSEHOLD INCOME: \$150,000

PERSONAL PROFILE: Jim and Sarah have been married for 13 years, which was right after Sarah had graduated from nursing school. Both Jim and Sarah work full time and often are required to put in over-time hours at their jobs. They have two sons, ages 10 and 8, who are both active in sports and play musical instruments. Between their work lives and the busy schedules of their children, Jim and Sarah have little time to spend with each other and have grown apart. They would like to try marriage therapy as a way to learn how to bring their individual lives back into a partnership and find ways to spend more time together.

INTERNET USAGE: Jim works on Macs at work and refuses to use any other type of operating system. Jim is frequently on the go for his job and also works extensively using his iPhone and iPad. Sarah's experience with computers is based on a Windows operating system, and she frequently becomes frustrated when she can't figure out how to do something on a Mac. Her husband convinced her to purchase an iPhone, which she feels she has no time to learn how to properly use. When browsing the web, she prefers to quickly find a phone number so she can call and get the information she needs that way.

USER GOALS: Jim and Sarah are very busy individuals, so they are looking for convenience of information that they don't have to spend a lot of time searching for. They are looking for a painless process in both finding a therapist who fits their needs and in scheduling an appointment.

WANTS AND NEEDS: Finding the services a therapist provides, in this case mainly marriage and family therapy, and the qualifications of a therapist are of chief concern to both Jim and Sarah. They want to easily be able to view a therapist's resume and speciality areas of treatment. Both Jim and Sarah are also looking for quick information about location and hours that they can schedule an appointment. Since Jim is so busy, playing phone tag with a therapist is not an ideal situation so he is interested in being able to easily contact and schedule appointments with a therapist through email, which would be easy for him to do through his smartphone while on the go. Sarah, on the other hand, is not as comfortable with her iPhone and would prefer to schedule appointments over the phone, so she is looking for being able to quickly find a phone number on a website.