





Maggie

"I'm tired of feeling overwhelmed by things that I should be enjoying."

PERSONAL PROFILE: Maggie has had terrible anxiety since she was a teenager, and it's prevented her from experiencing a number of things in her life. As a teacher who gets several months off during the summer, she would love to take that opportunity travel around the world but is unable to get on a plane. Additionally, Maggie is very uncomfortable in large social groups and prefers to spend time with her friends one-on-one which often cause her to miss out on fun events.

In general, Maggie wants to be able to try new things that are outside of her comfort zone, but her anxiety often gets the best of her and causes her to avoid the unknown. She has reached a point in her life where this is becoming increasingly frustrating to her, and she would like to take steps that would increase her ability to cope with her anxieties.

INTERNET USAGE: Maggie uses a computer that operates on Windows at both work and home. Her browser of choice is Firefox and she uses a 1024 x 768 resolution. Maggie also has an iPhone and prefers to do a lot of her web browsing and online shopping on her smartphone, especially when she is at work.

USER GOALS: As someone with anxiety for whom the unknown can sometimes feel a bit overwhelming, Maggie is a little nervous about trying therapy. She wants to do a lot of research and feel very comfortable with a therapy center before she even contacts them for additional information and to possibly schedule an appointment. Maggie wants to know exactly what to expect.

WANTS AND NEEDS: Maggie wants to know what a typical therapy session would be like, how therapy can help her, and what types of services the therapy center provides. Maggie also would be interesting in learning about fees, how long an appointment would be, and whether a therapist takes her insurance or not. Additionally, she would look for information and the qualifications of the staff at a therapy center including their resumes and specialty areas of treatment. It would also help if she could view a photo of the staff to help her feel more comfortable about her first appointment.

Maggie has spent her whole life feeling incredibly anxious and she wants to work through some of her fears and concerns.

AGE: 24

OCCUPATION: Kindergarten teacher

FAMILY: Single, lives in a small house she owns in Bristol, CT.

HOUSEHOLD INCOME: \$36,000

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.