

User Persona

- Purpose: Deeper and shared understanding of who a typical user might be
- Success Criteria: We have created a persona to use as our focus for the project

Chu Minh

US Citizen

Vietnamese is primary language. limited English proficiency

From South Vietnam

Very opposed to Behavioral Health resources

Travels by car

News & Media

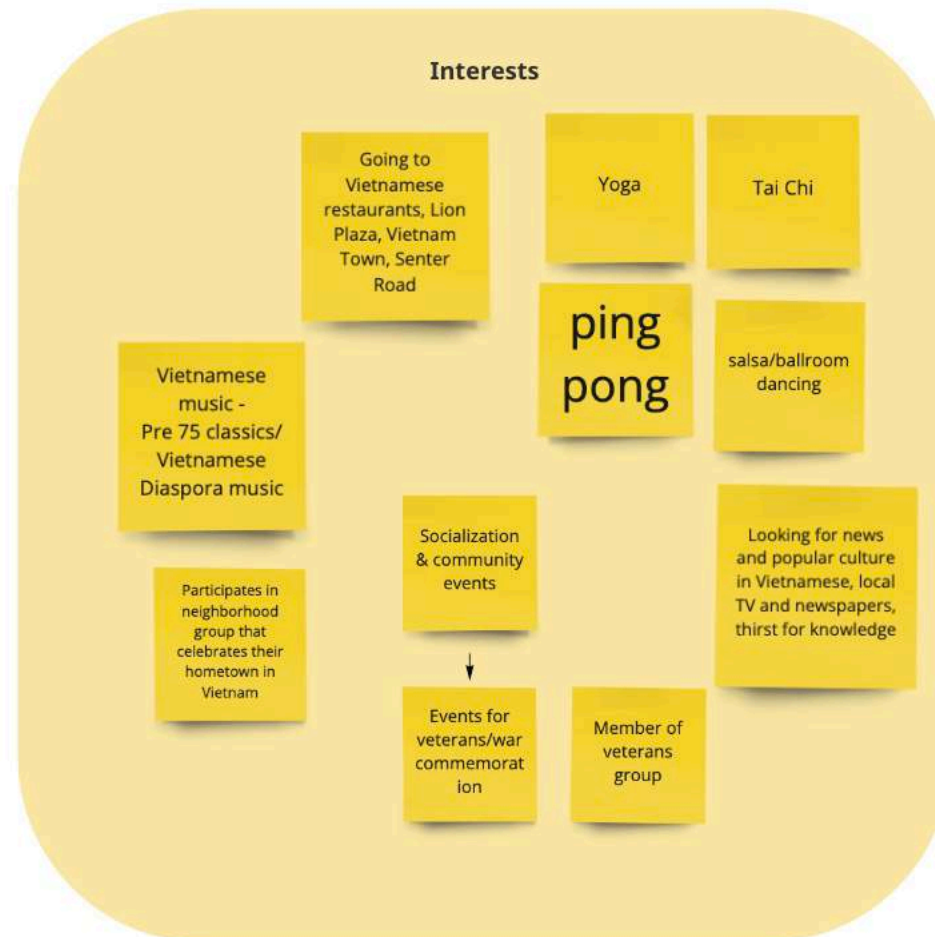
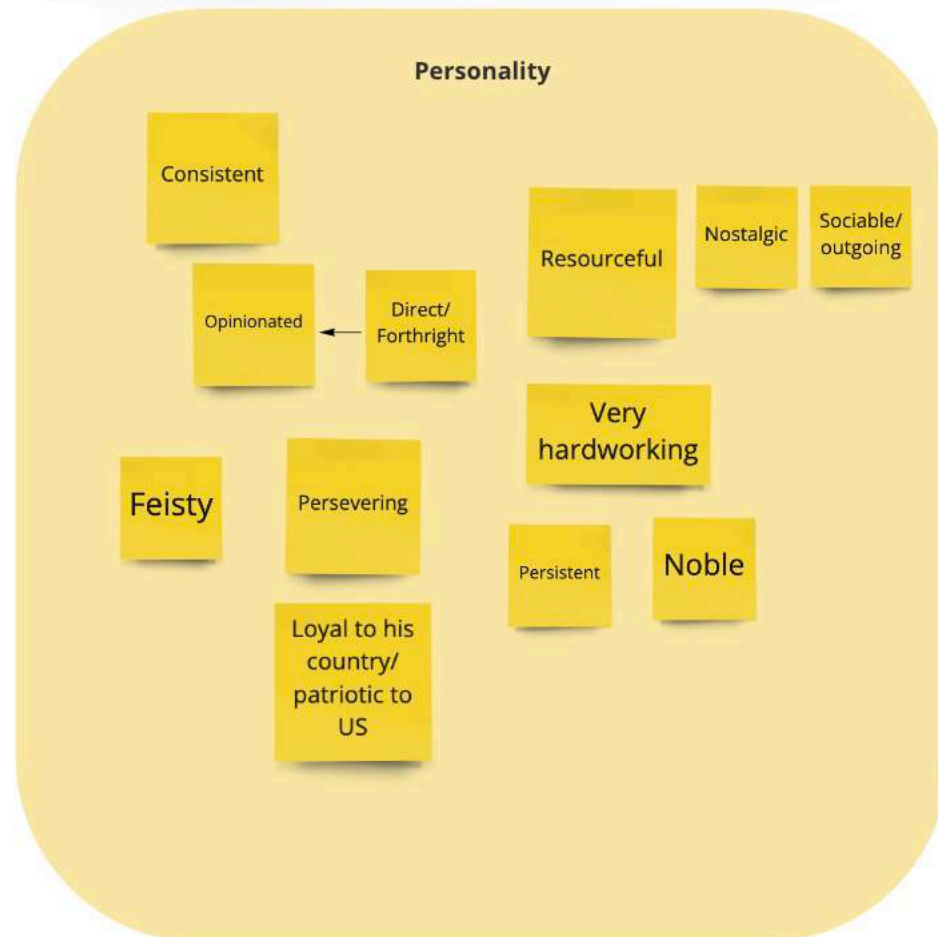
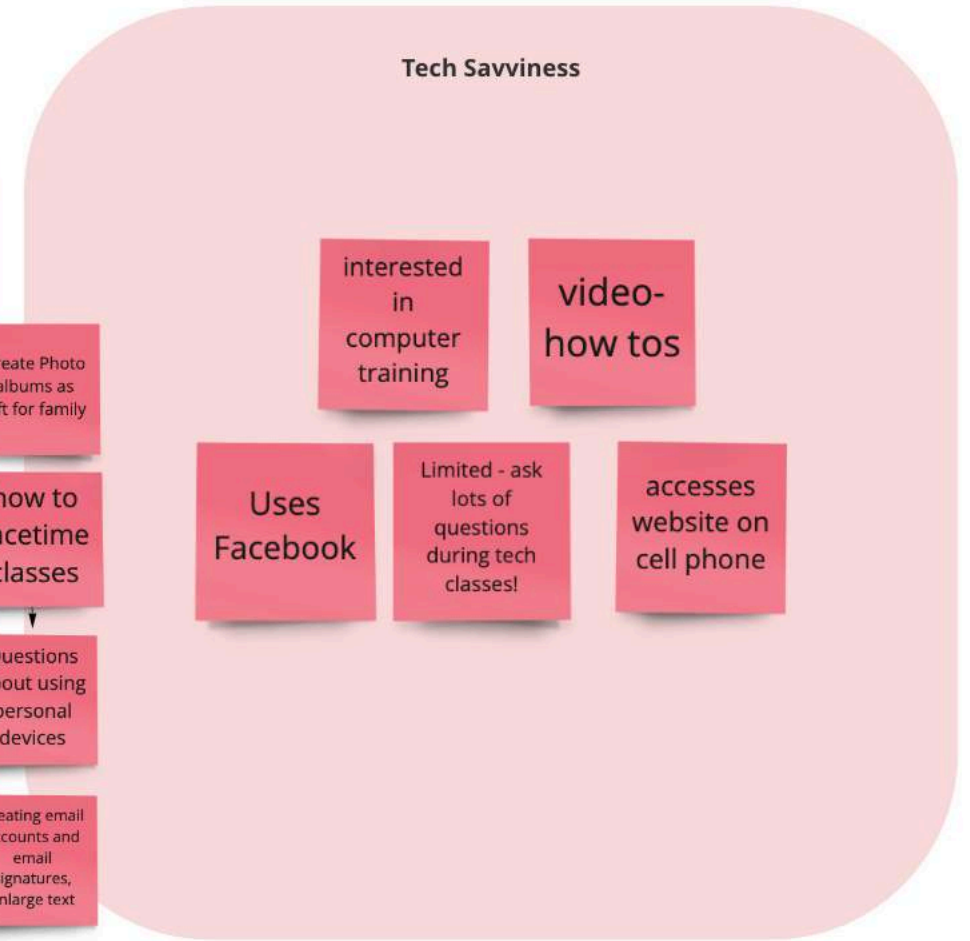
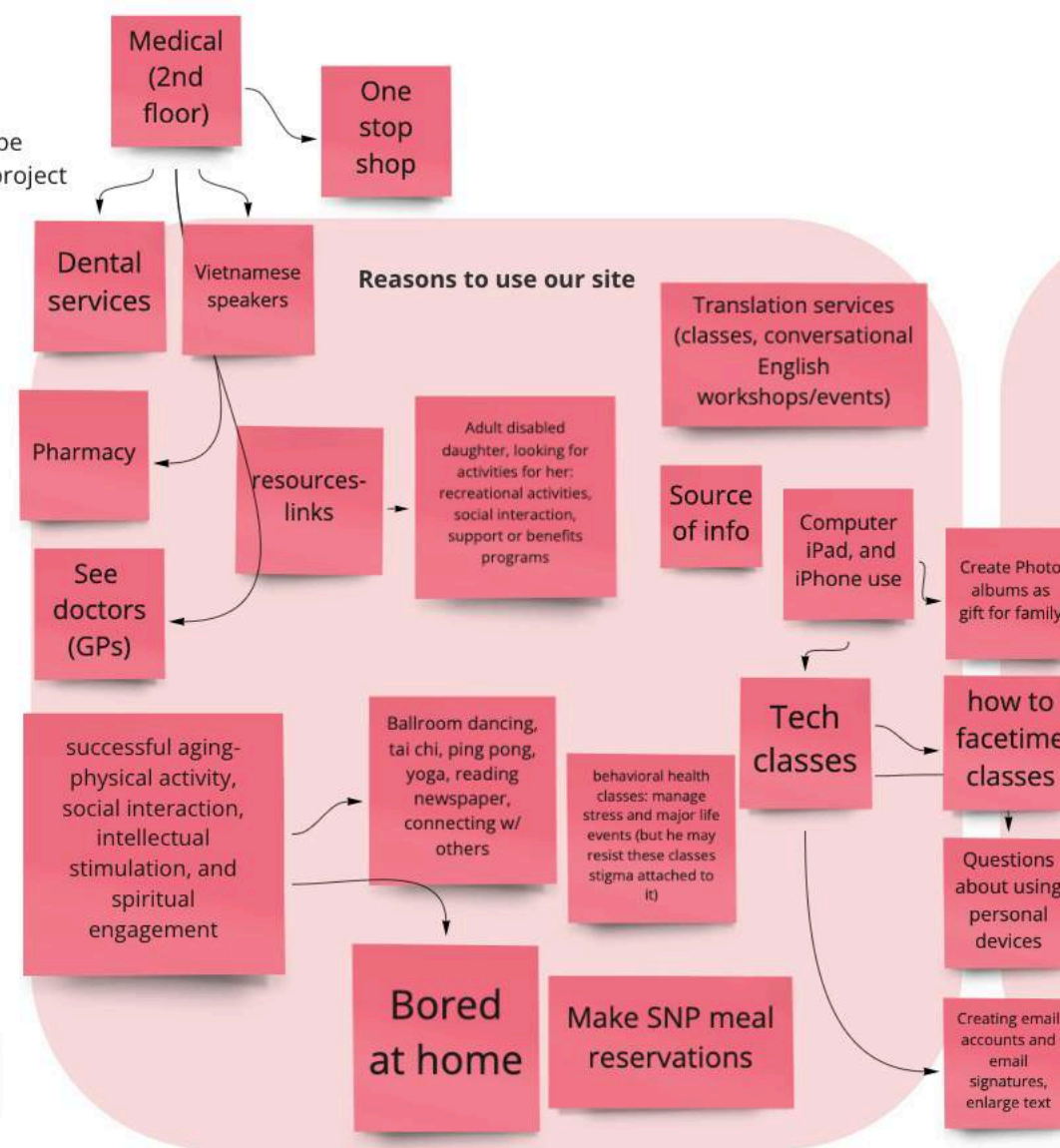
Info from Youtube & Viet TV/radio channels and newspapers

SNP client

Sensitive to newer Vietnamese media because of Communist associations

65+ Vietnamese Elder - Chu Minh. Viet Nam War veteran, lives with his wife and non-minor dependent daughter. Comes to the VASC daily to pick up meals for himself and the family.

Health Concerns: Pre Diabetic/Diabetic, high blood pressure, high cholesterol



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Chi Lan

Recent immigrant (3+ years)

Husband works as assembly technician (8 hours but with three different kinds of shifts, will work overtime). He got the job through network of friends.

Mom to a toddler and newborn. Married. Husband's relatives sponsored the whole family.

Limited English proficiency - basic

Family network helps with kids. She may be child care provider for others while she looks for work.

Low income.

25 - 35 years of age

WIC, CalFresh Client

Has network of family/friends who she socializes with

Meets new Moms to form a community, may meet on social media or through ICAN.

Lacks healthcare

Need help with citizenship application in Vietnamese

Limited job prospects - works in restaurant

Flexible hours, PT

Has Vietnamese Bachelor's Degree - English language program, Business Admin

Needs to enroll toddler in preschool and she's has a newborn.

Has a green card.

Works as an office manager in Vietnam may look for work in a restaurant or nail salon (nail technicians work long hours).

May be working long hours in a new job.

Reasons to use our site

- Looking for citizenship application assistance
- Looking for resources, benefits, support programs like help with child care,
- Looking for classes (ESL, computer classes, citizenship classes)
- resources for her children, preschool enrollment, storytime, cooking demos, a mini library of Vietnamese childrens book and YA
- Consult with non profit partners ICAN - family resource navigation, workshops, application for emergency rental housing, head start enrollment, family support groups and workshops. Domestic violence prevention.
- The whole family might show up for cultural festivals.
- Discovery museum has programs for Vietnamese kids. VASC promotes the activities that are targeted to children. (The museum connects with VASC to let them know about discount days and events)
- Looking for cultural and recreational activities for her children
- Visit GP and OB-Gyn in the Center
- Child supervision services
- Rental Assistance
- Looking for healthcare (Valley Health Plan) and also pediatric services from the clinic.

Tech Savviness

- computer training - photo album creation
- Social media: Facebook, Zalo (uses to connect with family and friends at home)
- Have iPhones 12 max (big phone almost like tablet)
- watch K-dramas on digital tv
- facetimeing her friends and family in Viet Nam

Personality

- Hardworking
- Resourceful
- Adaptable
- Resilient
- Sociable
- Chatty

Interests

- K - Dramas
- Going to Grand Century and Vietnam Town
- Boba and Vietnamese food (especially "street food")
- Karaoke
- Vietnamese Music (pop)
- Socializing, spending time with family
- Taking care of family

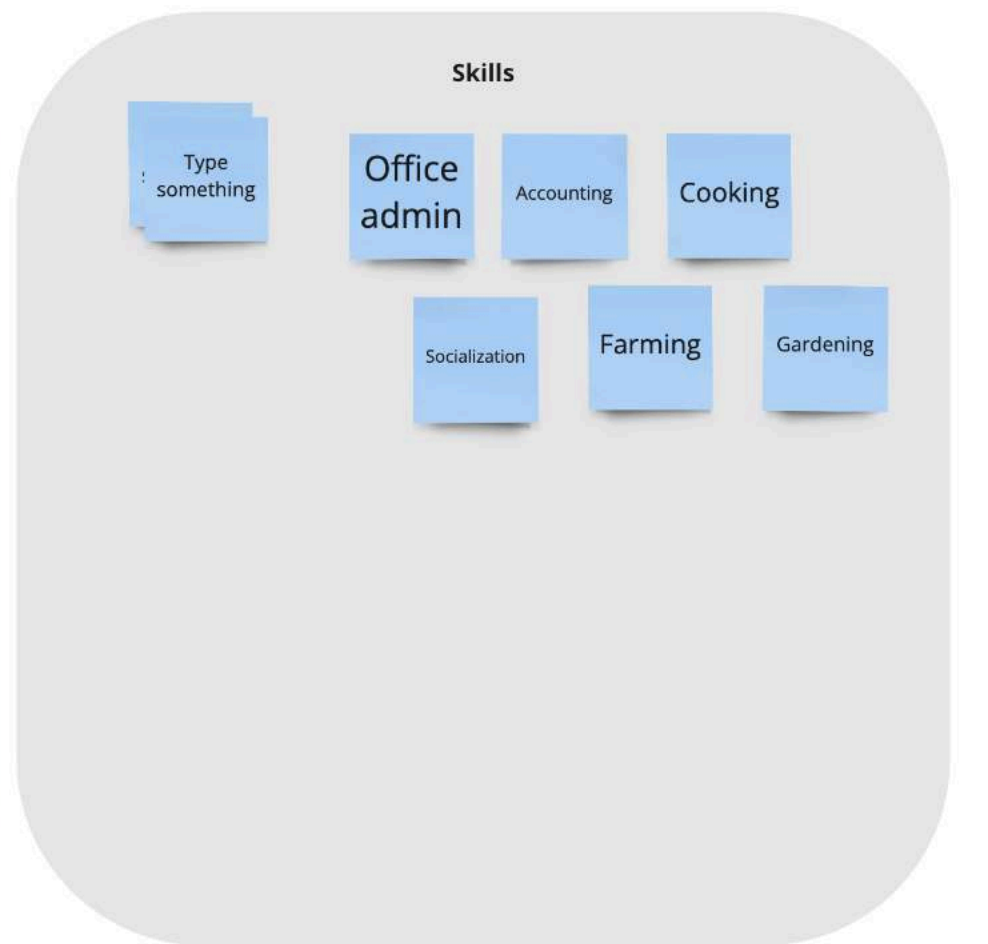
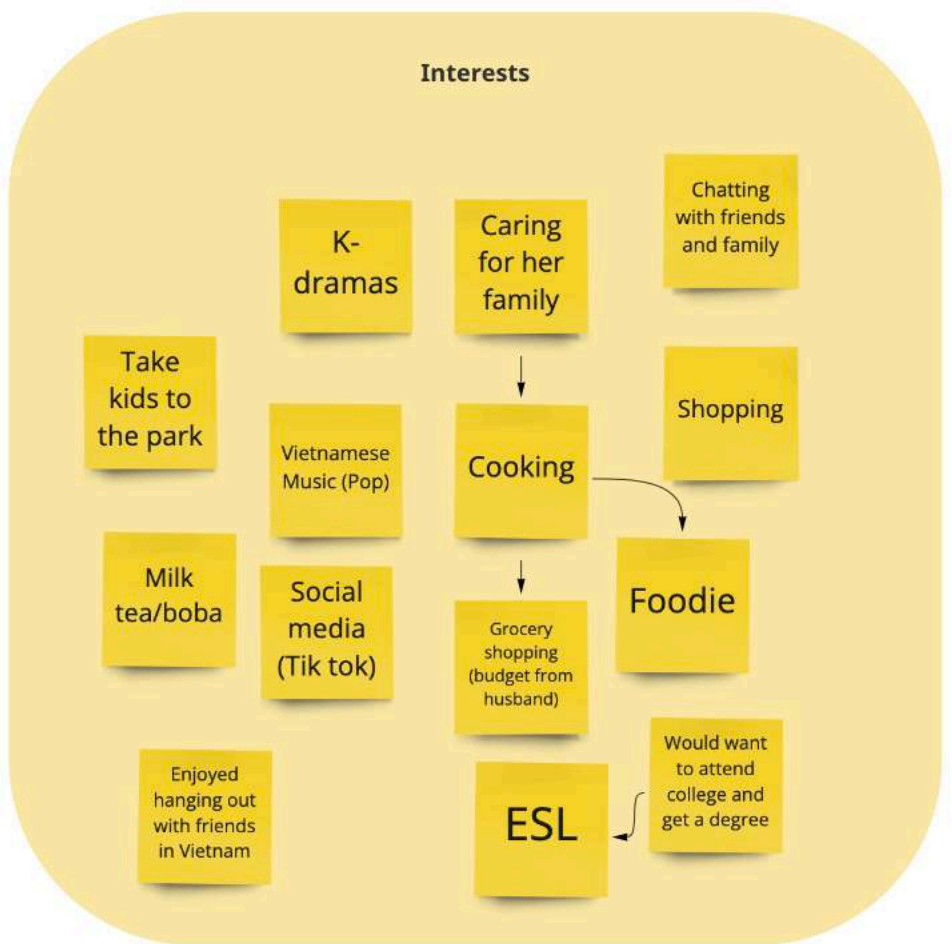
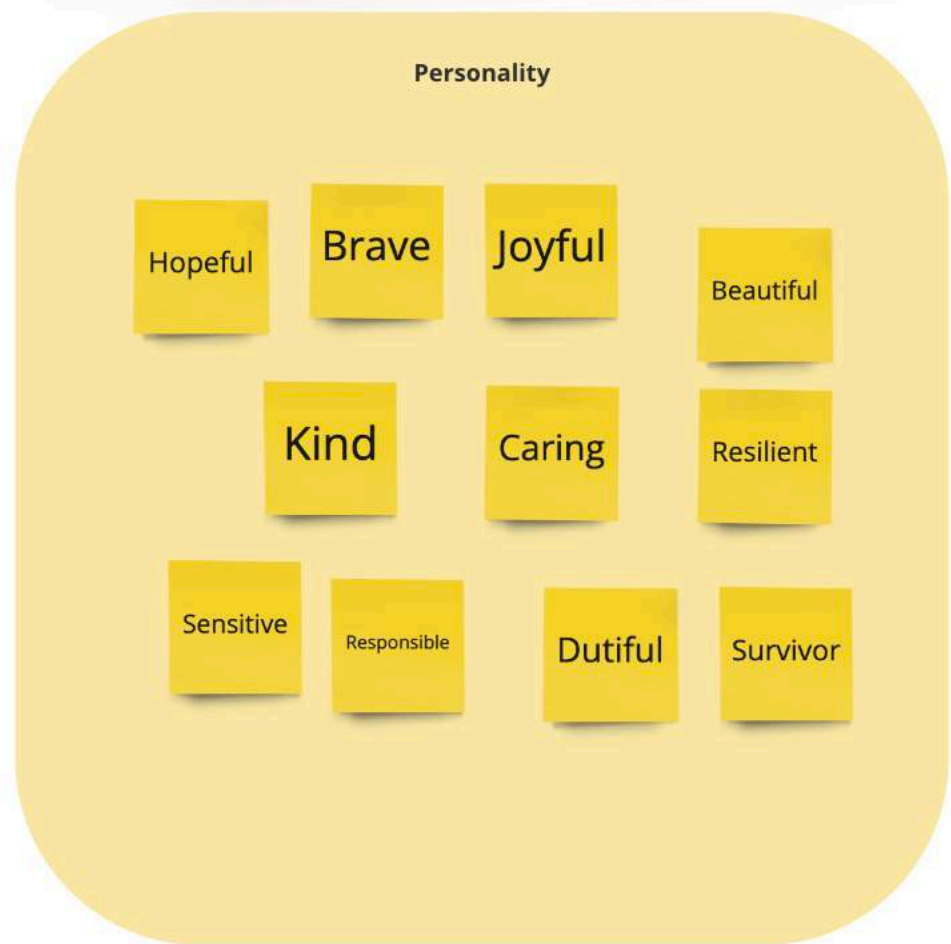
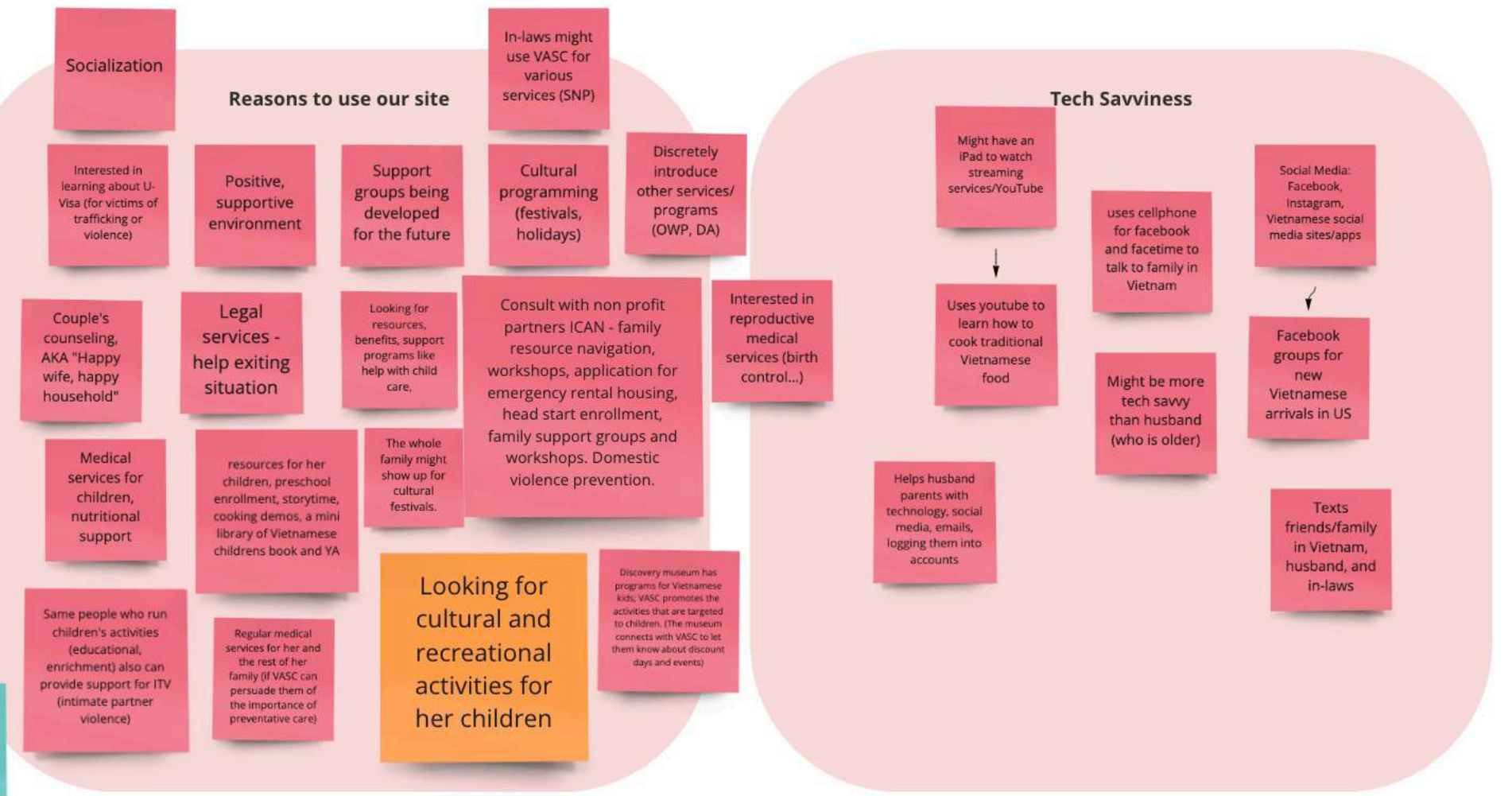
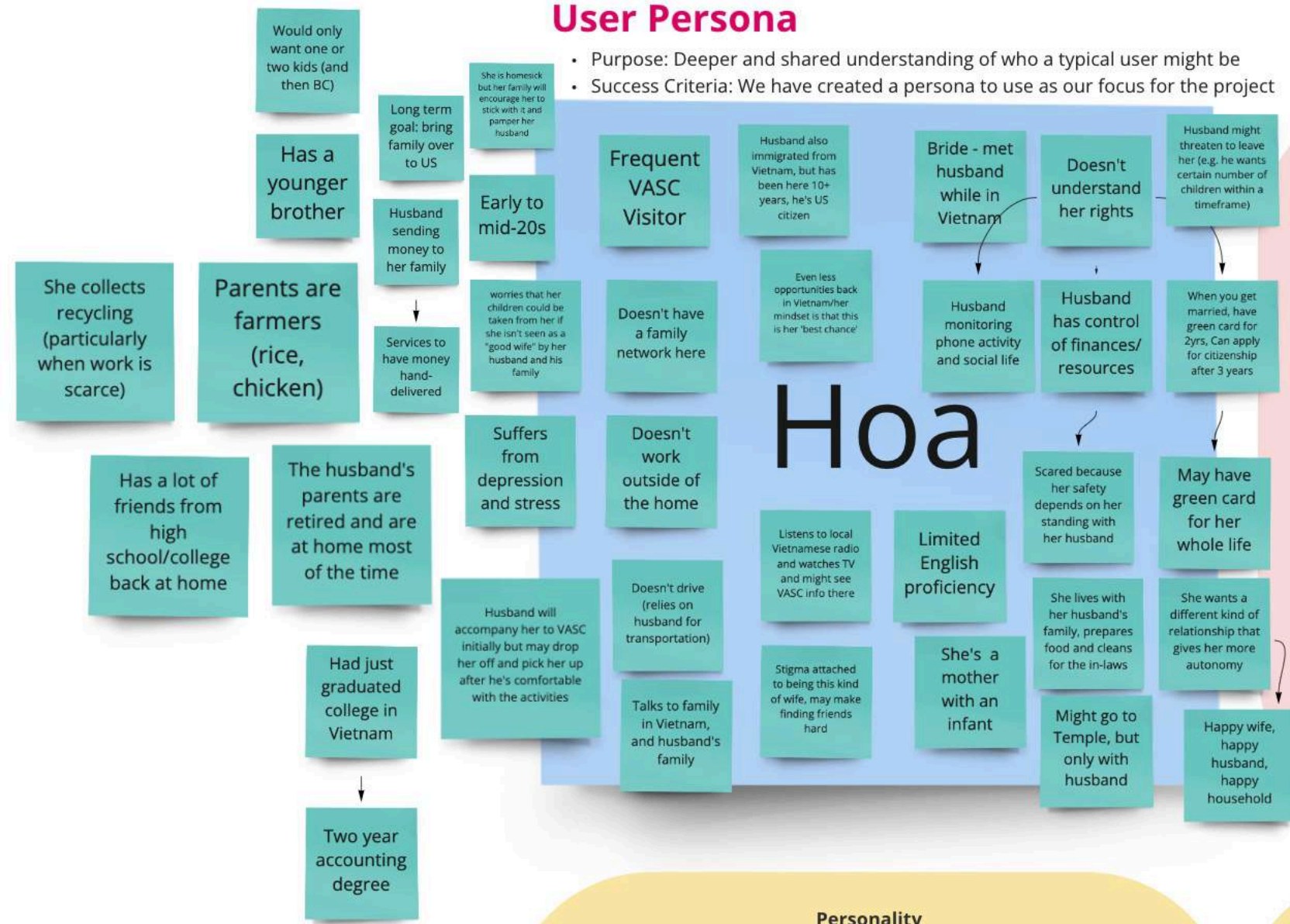
Skills

- Mom/wife skills
- Restaurant - server/waitress
- retail/ shopkeeper
- Office management/ receptionist
- Cooking

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Hoa



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Antonia

She doesn't speak English, speaks Spanish	She's a widow	She's came in her 50s, she's in her 60s	Has four children	Protect children thinks of their future a lot
She was looking for better future for her and children in US	Her kids are not undocumented (greencard through marriage?)	Afraid to go to the hospital, afraid to go the police	Has a couple friends who live in the neighborhood	Goes to church, Catholic, goes every week
Misses home in MX				Could be struggle to find work during the pandemic
Her father was a policeman, he was rude with the family, he was alcoholic, he was killed in a fight in Mexico	Her husband came to the US ten years ago and had another woman, left him, husband died a couple years later (in a car accident)	She worked at a restaurant in Mexico and here she helps here children with their party/fun-house rentals	She came eight years	Came from Michoacan, lived in a cave with her family, family was poor
She lives on White Road, Alum Rock and Story, Eastside	She lives with her oldest daughter (38), a son is neighbor, youngest child is 27	All her children live in San Jose	She is undocumented	When she's sick she'll use over-the-counter medicine or traditional remedy

Reasons to use our site

Her children might use medical services (may have their own business insurance)	Grandchildren, see a dentist, bring in if they are sick	Medical services in Spanish (fear of cost, can't trust clinics), see a person of the same background, ethnicity, language	
Children's health initiative, free healthcare 0-18	Grandkids may help her get through the website	May wonder if the center isz for her (the title says Vietnamese in it)	Can come for food resources at Second Harvest
Emergency rental assistance	Can't get unemployment insurance (can get help for undocumented in CSC)	Foodstamps for kids (may be interested in info on social services for her family but may not be able to participate in them)	Medical for emergency (may be able to use but only when really sick)
What services does the County has for undocumented?	Came in for the Covid home kit (with daughter and grandchildren)	Get therapy for depression	

Tech Savviness

Mobile phone	Talks to children, but has granddaughter answer unknown numbers
YouTube	Very limited tech knowledge
Grandchildren and children don't computers or tablets	Would like to learn how to use more about tech/devices, but difficult because she can't read/write

If she has a problem, she keeps that problem to herself	Very limited education
Babysits grandchildren often	Doesn't know how to read or write (in Spanish and English)
Stigma against mental health/illness and behavioral health services	Hasn't gone to a doctor in a while (before the pandemic) because of money, language, immigration status
Aches in joints and back pain	Suffering with depression
Does not drive (does not have driver's license)	Gave birth to kids at home

Personality

Caring	Humble	Brave	Resilient	Supportive
Respectful	strong	Religious	Sincere	Noble
Gentle	Courageous	Loyal	Concerned	Aware
Eager	Sensitive	Warm	Friendly	Devoted
Hard Working	Idealistic	Survivor	🐱	🐱

Interests

Caring for her family	Music - Rancheras, folklorico	Telenovelas (Soap Opera)	Food (eat in and out)	Shopping
She is interested in learning to write	She is interested in learning to read	Religion	Sewing	Cooking
Plants	Radio	Traditions	Celebrations	Coke
Coffee	🐱	🐱	🐱	🐱
🐱	🐱	🐱	🐱	🐱

Skills

Caring for her family	Cooking	Gardening (mostly inside)	Sewing
Restaurant skills	Mom/grandma skills	Working for kids' business - manual labor (moving, collecting, cleaning)	

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Victor

Father passed away from natural causes	Late 30s/ Early 40s Chicano man	Married to high-school sweetheart who is also from San Jose	Went to Andrew Hill High School	He's a mechanic as well side hustle doordash, Uber driver	Strong Chicano pride	He was a DJ when younger but now it's more of a hobby
Mother not doing well health-wise. Has diabetes and has not taken good care of herself	Grew up in Eastside SJ	Two kids - tween (11) and teen (19)	Lives in childhood home with his mother	Father passed away years ago of natural causes	Tween is doing distance learning, soon is going to CC at De Anza hybrid distance learning is person and will transfer to Berkeley - general Ed, interested in business, tech and Chicano studies soon (very proud)	He creates screen prints, he wanted when he was younger to start a screen printing business
Mother only goes to doctor in emergency situations (ER)	Saw VASC being built while driving, and popped in to see what was going on	Victor				Mechanics shop was closed early during the pandemic, but is doing well now b/c lots of people are buying used cars
Increasingly forgetful and frail - may end up seeking IHSS	Second generation - parents immigrated here	Wife is an office manager	He went to a trade school after high school	Wife went to SJSU and has a degree in business admin	Mom is getting older, she put work before her health during her working years, she has diabetes, high cholesterol and blood pressure	He has high blood pressure
Worked in construction, but stopped due to a chronic back injury	Has childhood friends, friends from work, friends from DJ scene, local arts and music scene, Chicano, Latino, and Vietnamese friends	Goes to family gatherings, house parties, barbeques	His Mom is a devout Catholic, he's religious himself, waiting for his next miracle (goes to church at St. Maria Goretti)	Lives in the house his Mom and Dad bought, feels he can sell the house and use the proceeds to retire	Still have to watch money, their expenses are not that high (low mortgage), they wouldn't qualify for low-income benefits	Tween struggling during pandemic with distance learning and lack of socialization

Reasons to use our site

Universal access pilot (County + Franklin McKinley program that doesn't have a home)	Health clinic - services for his mom and himself (both have health concerns) and his family	SNP for his mother	Recreational activities for his mom	Counseling or support services for 11 y/o child
LMFTs onsite	Tween could wait there after school for parent(s)	Tutoring and a place to work on homework (Homework center)	Volunteer and internship opportunities for 19 y/o	College navigation and financial aid assistance for 19 y/o
			Might be able to learn about IHSS at VASC in the future	Mother might be interested in tech/computer classes

Tech Savviness

Mobile phone	Laptop	Comfortable with tech
Uses social media apps		

Personality

Hard working	Confident	Enterprising	Creative
Resilient	Knowledgeable	Diligent	Strong
Independent	Talented	Resourceful	Outgoing
Adaptable	Brave	Caring	Friendly
Motivated	Ambitious	Realist	Problem-solver

Interests

Food - Good Mexican food	DJing	Music	Family activities
Traditions	Chicano culture	Cars	Happenings in his neighborhood
His community	The Raiders	The Sharks	Tailgating

Skills

DJing	Screenprinting	Carpentry
Cooking and bbqing	Auto Mechanics	Constructions