

# Chú Minh the Veteran



Consistent  
Direct/Forthright

Nostalgic  
Hardworking

## Wants/Needs/Motivations

- Strong loyalty and nostalgia towards home
- Wants to socialize and get out of his house
- Interested in resources available to him
- Looking for news and popular culture in Vietnamese, local TV and newspapers, thirst for knowledge

## Frustrations/Worries/Pain Points

- Sensitive to newer Vietnamese media because of Communist implications/assumed associations
- Health Concerns: Pre Diabetic/Diabetic, high blood pressure, high cholesterol
- Limited English proficiency and tech skills (isolating)

## Goals

- Find for adult disabled daughter
- Take advantage of free sources, such as SNP
- Meet people, socialize, do fun activities

## Questions

- Is VASC trustworthy, or does it promote communism?
- How can I ensure that a meal will be reserved for me?
- How can I access healthcare from someone I am comfortable with?

## Tasks

- Pick up SNP meal every day
- Regular socialization
- Attend monthly veteran meeting

## Device Usage

MOBILE

TABLET

DESKTOP

Chú Minh is a retired war veteran who immigrated to the US in the 70s from South Vietnam. He lives with his wife and non-minor dependent daughter. He comes to the VASC daily to pick up meals for himself and the family.

**Gender:** Male

**Age:** 65+

**Location:** East San Jose

**Ethnicity:** Vietnamese

**Occupation:** Retired war veteran

**Education:**

# Chi Lan the New Arrival



Hardworking  
Resourceful

Resilient  
Sociable

## Wants/Needs/Motivations

- Resources, benefits, and support programs
- Resources and activities for children
- Interested in resources available to him
- Healthcare and pediatric services
- Stability and certainty as a US resident

## Frustrations/Worries/Pain Points

- Vulnerable without healthcare and insurance
- Lots of cultural and language barriers
- Finances are tight - needs to find a job
- Wants to apply for US citizenship, but the language barrier makes it much more difficult

## Goals

- Attain US citizenship for herself and her family
- Learn about what resources are available
- Find a job with flexible hours

## Questions

- What sources does VASC have that will make our transition easier?
- Can I find a community of people with similar backgrounds and needs?

## Tasks

- Cooking, grocery shopping, cleaning, housekeeping
- Helping with family finances
- Taking care of her children

## Device Usage

Chi Lan is a recent immigrant from Vietnam. She is a wife, and a mother to a toddler and a newborn. Being new to the US, and the main caretaker for her children and household, Lan is in need of a lot of resources and information.

**Gender:** Female

**Age:** 25-35

**Location:** East San Jose

**Ethnicity:** Vietnamese

**Occupation:** Mom/wife

**Education:** Bachelor's Degree - English Language (Vietnam)

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# Hoa the Vulnerable



Hopeful  
Brave

Survivor  
Dutiful

## Wants/Needs/Motivations

- Needs a positive, supporting environment and people/community
- Interested in learning about U-Visa
- Regular medical services for herself and her child
- Wants resources and activities for her child

## Frustrations/Worries/Pain Points

- Very vulnerable to controlling nature of her husband/marriage - could easily lose privileges
- Lots of cultural and language barriers - feels isolating
- Suffers from depression and stress
- Doesn't have a family network here

## Goals

- Gain a social network/community
- Attain US citizenship
- Find resources and support for herself and her kids

## Questions

- Is VASC a safe place for me to be?
- Will my husband take my children from me if I am not a good wife?
- What can I do to make the best of my situation?

## Tasks

- Cooking, grocery shopping, cleaning, housekeeping
- Taking care of her children and in-laws
- Finding ways to enrich her child's development

## Device Usage

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Hoa is a recent immigrant from Vietnam. She is a wife, and the mother of a newborn infant, and while she is primarily responsible for the baby, she has little control over her household financially or otherwise due to her husband's watchful eye.

**Gender:** Female

**Age:** 20-25

**Location:** East San Jose

**Ethnicity:** Vietnamese

**Occupation:** Mom/wife

**Education:** Two year  
accounting  
degree  
(Vietnam)

# Antonia the Matriarch



Devoted  
Strong

Brave  
Caring

## Wants/Needs/Motivations

- Would like to learn to read and write
- Cares deeply about the well being of her family
- Desperately needs various government resources
- Very devoted to her Catholic faith

## Frustrations/Worries/Pain Points

- Afraid to use any type of public service that may give away her undocumented status
- Struggling with finances during the pandemic
- Suffers from depression and stress
- Very limited as far as language access

## Goals

- Find resources and support for herself and her family
- Learn to read and write
- Work through her depression

## Questions

- What information is safe to give to VASC?
- How are we going to be able to keep up with the outrageous Bay Area rent prices?
- What can I do to make the best of my situation?

## Tasks

- Cooking, grocery shopping, cleaning, housekeeping
- Taking care of her grandchildren
- Going to church

## Device Usage

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Having come from humble beginnings in Michoacán, México, Antonia is a widow who came to the US eight years ago with her family. Since then, the family has made it by, but not without financial, socioeconomic and cultural struggles. Being the family matriarch, Antonia wants the best possible life for her children and grandchildren.

**Gender:** Female

**Age:** 60-70

**Location:** East San Jose

**Ethnicity:** Mexican

**Occupation:** Helping w/  
family business

**Education:** N/A

# Antonia the Matriarch



Hardworking  
Enterprising

Outgoing  
Resourceful

Victor is a second generation lifelong resident of San Jose who resides in his childhood home on the East Side with his mother, wife and two kids. He is married to his high school sweetheart, and his kids are aged 11 and 19. Victor has dabbled in a variety of jobs and hobbies, having been a DJ, a screen printer, and a construction worker. A chronic back injury led him to switch from construction to working at an auto body shop. In his spare time, Victor enjoys spending time with family at BBQs, house parties and watching Raider's games.

**Gender:** Male

**Age:** 35-40

**Location:** East San Jose

**Ethnicity:** Mexican-American

**Occupation:** Mechanic,  
Door Dash, Uber/Lyft

**Education:** Trade School

## Wants/Needs/Motivations

- Wants his mother to go to the doctor regularly
- Financial aid for his older child
- More recreational activities and socialization for his mother
- 19 year old child will need to start looking for volunteer opportunities and/or a job soon.

## Frustrations/Worries/Pain Points

- His health: back problems, high blood pressure
- His mother has diabetes and has not taken great care of herself health-wise.
- His 11 year old child has developed mental health concerns due to the pandemic and distance learning

## Goals

- See/help his mom live a healthier life
- Find a trustworthy counselor for his 11 year old
- Make sure both of kids get a good education

## Questions

- What changes does the VASC mean for my neighborhood?
- Is this center open to all?
- Do I qualify for these free services even if I'm not considered low income?

## Tasks

- Household chores and errands
- Looking after and supporting his household
- Planning his mom's care and wellness

## Device Usage

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