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# USER PERSONAS'

## KEISHA WILLIAMS

Occupation: Grocery Clerk of 3 months  
Income: 21k



Keisha, 28



Jake, 2



John, 7



Julie, 12



Keisha's Mom

Keisha Williams is a divorced mother of 3 children. She lives in a row home in East Point. Her previous job was a sales manager at the mall, but she had to leave that job due to a problem with her commute when her car was totaled in an accident. Insurance is not paying and she is fighting them on the reimbursement for the worth of the car.

She now works at Kroger as a checkout clerk for 3 months, but hopes to advance to the service counter manager where she will receive a modest increase in pay, but hay, with 2 young boys to support every penny counts.

At least there's Keisha's mom to lend support. The children go to their grandmothers after school while Keisha works, and she is extremely grateful that she doesn't have to pay for child care on top of all the other bills. Her ex-husband is not financially helping, and Keisha does not have the money to pay a lawyer to take him to court for child support. He is not in the picture.

Keisha is forced to be extremely thrifty. She often finds herself compromising when faced with hard choices: does she buy the meat for the recipe', or does she buy John school supplies? Does she buy little Jake new tennis shoes or does she buy the support hosiery she needs at work because she is standing on her feet all day? To stretch the dollar even further, she spends most of her free time clipping coupons and comparative shopping. It's a necessary way of life.

Keisha's employer has a 6 month waiting period on health benefits, so she does not qualify yet. She has not been able to afford health care in the past, and choose not to sign up for Obamacare because she will be eligible for Kroger benefits in just 3 more months.

She does not have a car, she rides the MARTA bus several blocks to get to the Kroger.

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# USER PERSONAS'

## CHC REWARDS PROGRAM

Keisha would benefit from the rewards program by:

- Receiving rewards applicable to her children
- Receiving wellness reminders for her and her children's checkups
- Using reward points for the doctor visit co-pay instead of sitting in the ER

She learned of the CHC program by:

- A poster in the urgent care center where she takes her sick kids

Rewards she would like to see are....

Anything related to getting things for her kids. She wants to give them more luxuries, but can't afford to. Simple things like school supplies or a box of cereal would be beneficial to Keisha.

- School supplies, pencils, pens, paper, notebooks, backpacks, duffle bag
- Grocery Coupons
- Marta passes
- Water Bottle
- Pill sorter, for mom
- Lotion
- Band-Aids
- Fitness DVD
- Braces (hand, knee)
- Diapers
- Baby Bottles
- Fitness Apparel
- Car Seat
- Stroller

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# USER PERSONAS'

## SCOTT WALKER, 48



Recovering Drug Addict  
Occupation: varies  
Income: \$12K

*"I was destined to become an addict long before I ever picked up my first drug. So in that sense, I started on a road that was unavoidably leading me to Oxford House twenty years before I had even heard of it. As a child, I knew I wanted to have as many life experiences as I could and from me, part of that intention meant I was planning to try every mind-altering substance there was to try. You don't find too many yen-year-olds that will tell you they plan to do heroin someday. Between what I then thought of as an adventurous attitude (but would later realize was a self-sabotaging one), and the fact that there was a lot of alcoholism in my family, I was a disaster waiting to happen. But I was ambitious and managed to get through high school and into a prestigious university before really starting to self-destruct. I was naïve too. I knew that there were alcoholics in my family and by then my mother had gotten sober through the help of a twelve-step program. I thought if I just avoided alcohol, I could use other drugs and avoid any negative consequences. That was one of many lies I told myself in order to rationalize my addiction."*

*"Another lie I told myself was that I chose to do drugs because I wanted to try things most people were afraid to do. In actuality, I was the one who was afraid – afraid of living life on its terms like the rest of the world and afraid of being me. I was uncomfortable in my own skin and when I started doing drugs, I thought I had found that answer to all that. I wasn't running to drugs as much as I was running away from life and my own feelings. As soon as I went off to school, I became a hard-core stoner, and my experimentation with lots of other drugs followed. It took me a few extra years to graduate because of my drug use and the depression that followed. By the time I did, I had tried heroin. Again, I was so naïve and I really thought I could use this highly addictive and avoid the terrible fate of all the other junkies out there. I thought I was better than all of them. Of course I wasn't. I had the disease of addiction as bad as anyone else I knew and eventually I was shooting heroin and cocaine, unable to keep a job, and wearing out addiction happening to the people around me, including finding my girlfriend dead from an overdose, but that still wasn't enough to stop me. I ended up going to jail in Atlanta for possession. I had fallen a long way from the guy who was voted "Most Likely to Become President" in his high school senior class. Even then, I was unwilling to admit my own powerlessness over drugs and I still thought I could figure out how to manage my using if I just tried harder. I was on probation and randomly drug-tested. I was drinking all the time and stated to think I could outsmart the probation office. I was wrong again and they sent me back to jail. This time the reality of my situation finally hit me. I never thought I'd be back in jail again. I had abandoned someone I really cared about. I had lost everything and I was totally helpless to do anything about it. And I didn't have the slightest idea what to do about any of it I had really hit rock bottom."*

Scott changed his life and is spending time in the Oxford House, a non-profit drug & alcohol recovery program. Scott has spent all his money on drugs and has no house, no car, or anything possessions. His past history makes it hard for him to get a job, and any job he does get is short term. He is working hard to turn his life around, and hopes in time, he will have an average life with an average income. This is his dream.

Scott needs structure in his life, so he is setting up systems in his life to keep himself on track: Having a job to get up for everyday, coming home to his fellow mates at the Oxford house for nightly meals, and not to mention his mandatory addiction meetings.

Scott will respond well to any system that rewards him for staying on track.

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# USER PERSONAS'

## CHC REWARDS PROGRAM

Scott would benefit from the rewards program by...

- Receiving health reminders
- Obtaining possessions as he doesn't have any

Rewards he would like to see are....

- Cash because he still buys cigarettes
- Bus passes
- A bicycle
- Fitness apparel
- Socks
- Running Shoes
- Comfort Shoes
- Jacket
- Coupons for free/reduced grocery food so he can contribute to meals at the Oxford house
- Water bottle
- Duffle Bag
- Marta Psses
- Alarm Clock
- Taxi Voucher

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# USER PERSONAS'

## ABRAM KAPLAN, 32



Occupation: Middle School Gym Teacher  
\$33K

Abram is a nice guy looking for a nice girl. He was raised in a typical household by loving parents. He eats right, exercises regularly, and has no bad habits. He has one dominating trait: he loves to find deals and get things for free. He is an avid listener of consumer advocate Clark Howard. Abram spends his free time scouring the Internet for free products and he is obsessed with saving money. Because of this, Abram has higher cash savings and investments than most people in the same income bracket.

Abram belongs to every workout program & app as he works out religiously. He has "shared" some of his workout statistics on social media when he downloaded the app(s), but then quickly tires of them and doesn't open them again. He wouldn't think twice of sharing something or doing something in the program if he were to get something tangible in return.

## CHC REWARDS PROGRAM

He would benefit from the rewards program by...

He learned of the CHC program by ...

Rewards He would like to see are...

- Exercise equipment or anything gym related, as he is considering canceling the gym membership to save money and workout at home by himself.
- Rubber dodge balls for his middle school kids kickball games, as the ones they have deflated and school budget cuts won't allow him to buy new ones.
- Water Bottle
- Duffle Bag
- Fitness DVD
- Jump Rope
- Cookbooks
- First Aid Kit
- Support Pillow
- Exercise Mat
- Grocery Coupons
- Fitness Apparel
- Scale
- Pedometer
- Running Shoes
- Jacket
- Comfort Shoes