



Roland Green

Roland, 51, lives on the south side of Chicago, not far from where he was born. For 20 years he drove a cab in the city and he still prides himself on his perfect driving record. Eight years ago, with his wife's encouragement, he applied for a job as an ambulance driver/attendant. He takes his new career seriously, and while he loves the feeling of authority he gets from wearing a uniform, he sometimes feels nervous when he is asked to assist fragile or elderly patients.

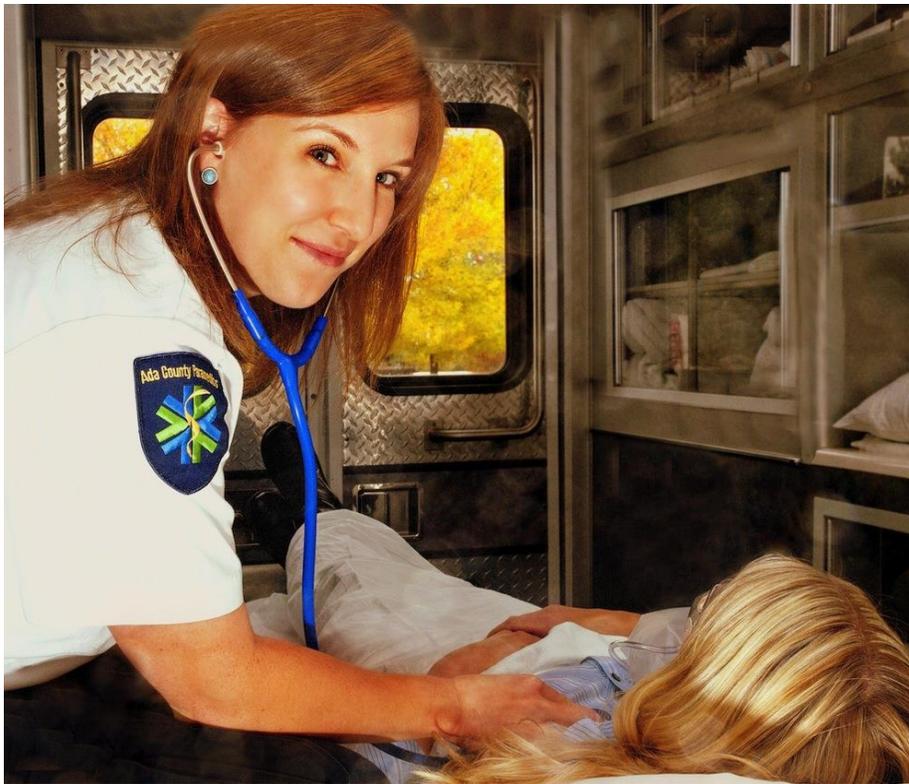
At 6'4" and 270 pounds, Roland has always struggled with his weight. He moves calmly and deliberately, and he is meticulous in his grooming. Roland is highly intelligent although his formal education ended with a high school diploma. He is soft spoken and prefers to take orders from others rather than making his own decisions on the job.

Roland and his wife are very proud of his career. The job title, uniform, and serious responsibility of being an ambulance driver/attendant have fulfilled their dreams and strengthened their marriage. They do not have children, so many evenings are spent by Roland sharing "on the job" stories with his wife over dinner. She is a wonderful cook and they both love to eat.

Life goals: Roland realizes that he is middle aged, uneducated, and overweight. He hopes to keep working as long as he can in his current job, but he has nagging anxiety that he will be replaced by someone younger, quicker, and more sophisticated.

End goals: Roland would like reassurance while on the job that he is meeting expectations. He would also like a way to measure and aggregate his successes, to create a record of his good performance over time.

Experience goals: Roland does not feel comfortable using a computer for more than email. The ambulance company provided him with an iPhone and trained him how to use it. He likes it but sometimes finds the text too small. And sometimes he feels like he is fumbling to get to the app or information that he needs. He wants to feel confident when using his phone.



Sharon Ramirez

Sharon, 34, grew up in Phoenix, AZ. The middle child of a five-sibling household, Sharon grew up with the desire to be a part of team, and to take care of people. Sharon's parents are both recognized in their community. Her mother is an elementary school teacher and her father owns and runs a gas station in their borough. While growing up, Sharon enjoyed spending time with both parents at their jobs, watching them interact with students, co-workers, local residents, and others just passing through.

After high school, Sharon went to a technical school where she learned how to be a medical claims processor. She spent the rest of her twenties working in a local doctor's office. While there, she married her high-school sweetheart, and gave birth to her daughter. At 29 Sharon secured her certification to become an ambulance driver/attendant. It took a while, because she had to balance her family life with this new pursuit.

Now Sharon works for the City of Phoenix, which has one of the highest violent crime rates in the country. Many of her ambulance calls are associated with violent offenses such as rape, murder, armed robbery, and assault. She sometimes finds herself at the scene while a crime is still happening. At 5'3" and 110 pounds, she goes into her "tough girl" mode but she definitely has moments of real fear. Sharon's husband worries about her but supports her career choice. He's always happy to see her come home from her shift.

Sharon works out and practices kickboxing to stay in shape. One of her biggest on-the-job challenges is not about the situations on the street she encounters

but the ergonomic hurdles she deals with. These include having to help lift and sometimes restrain large patients, or to stand on whatever is available to stretch to reach equipment that she needs. She is constantly mulling over how to cope with her small physical stature.

In spite of some of the dire circumstances Sharon encounters, she loves her job. She thrives on the successes: a life saved, some tears wiped away.

Life goals: Sharon has a strong desire to take care of people who are in dire circumstances. She believes that a positive encounter and helping hand from a public servant like herself can make a world of difference. On a personal level she wants to be role model for her daughter.

End goals: Sharon knows that eventually the physical aspect of being an ambulance attendant will become challenging as she ages. She is aware that the ambulance driver/attendant role is only one part of a larger system. She would like to use this role as a stepping stone that will help her to eventually become the director of the local command center, where she would coordinate the schedules and protocols of the ambulance driver/assistants and the EMTS. She already has good technology skills from her claims processing days, so the technical aspects of this role don't concern her.

Experience goals: Sharon uses her smartphone to organize her life! She uses it to keep a constant stream of contact with her family through text messages and instant face-to-face chats, to monitor the traffic and the weather, to check the local police notifications about crime activities, to locate neighborhoods via GPS, to take voice notes when her hands are full, to take photos of crime scenes she encounters, and even as a flash light, in a pinch. She wishes there was a better mobile system provided by the city that would help her to do her job. Sometimes she finds herself fumbling through all of her various apps to get to what she needs, and time is always so precious. And, sometimes work and home life blur on this device where she accidentally sends text messages meant for her family to her dispatch office, and vice versa. Like many areas of the country, what smart phones provide are superior to what local governments provide, so her employers tend to "look the other way" when she and her colleagues use personal smart phones while on the job, because they are able to be more effective in the field with these devices.