On average caregivers spend $6K a year on their parents and 1,350 hours.

51% of caregivers are taking more medication since becoming caregivers.

58% 
- Burnout
- Sleeping too little
- Depression
- Guilt
- Anxiety

63% 
Eating habits have declined.

47% of Americans between 40-50 are caring for a child and a parent.
Of US adults are caregivers.

39% of baby boomers have a living parent.

70% have to give medical treatments themselves.

37% of the US population is over 65, that number will double by 2030.

13%
Target Audience Profile: Kelly

Kelly left her PhD program to care first for her mom, then aunt and uncle, then friend and then another aunt.

Name: Kelly
Age: 55
Marital Status: Single
Education: PhD
Location: Illinois
Occupation: Waiter

“I have to juggle so many things. It is so hard. Sometimes I feel like running away, but it is also so important to me.”

Target Needs

Work, support, an outlet, friends

Kelly gave up a lucrative career to care for her mom and it has been an endless stream of friends and relatives that have relied on her, but she has no one to rely on. She has a ton of information and a huge heart and would love to give her info to someone that would benefit from it.
Aaron left school to take care of his dying mom and grandfather. Now he cares for his grandfather full-time and it consumes his life.

Target Audience Profile: Aaron

Name: Aaron
Age: 34
Marital Status: Single
Education: In college
Location: Small city

Target Needs
Community, respite, information and a backup plan

Aaron has spent the last five years caring first for his mom and then his grandfather. He feels stuck but feels like he has no choice but to help. It is hard but it is rewarding. His friends don’t get why he is “throwing away his life”.

“I am so alone. Between my grandfather and school I have no friends.”
Name: Leanne  
Age: 42  
Marital Status: Married  
Education: University  
Location: City  

MAIN NEEDS:  
Someone to guide her on making the right decisions.

Name: Kathy  
Age: 65  
Marital Status: Married  
Education: University  
Location: Small town  

MAIN NEEDS:  
Know what she should plan for.  
Managing care.  
Getting a break.

Name: Jed  
Age: 62  
Marital Status: Married  
Education: University  
Location: Big city  

MAIN NEEDS:  
How to keep the house safe so that aging in place can happen for as long as possible.

Name: Sarah  
Age: 35  
Marital Status: Married  
Education: University  
Location: Big city  

MAIN NEEDS:  
All of her friends have abandoned her. She needs practical help and community.
Our users have an age range of 25-65 but many of their needs are very similar unless they are very wealthy.

**Focus Target comparison**

**Name:** June  
**Age:** 60  
**Marital Status:** Married  
**Education:** University  
**Kids:** College son, 2 grandchildren  
**Income:** $85k

> Even though my mom is in assisted living I still have to care for her full time and have a full time job.

**Name:** Aaron  
**Age:** 34  
**Marital Status:** Single  
**Education:** High school  
**Kids:** No  
**Income:** $35k

> My grandfather has advanced dementia and he needs help with a lot, but doesn’t want any caregivers.
USER JOURNEY: A day in the life of Kathy

Kathy wakes up early every day
It doesn’t matter if she is tired, sick or lonely. Someone has to do it.

The tasks are endless.
Dad used to be a professor.
Now he watches infomercials all day.

The bills are endless.
I always forget what to ask the doctor.

Laundry, shopping, changing sheets. The tasks never seem to end.
6pm

Grocery shopping

7pm

Keeping track of medications
I don’t even know what questions I should ask.
Where to begin.
I am so alone.
No one gets it.

It just keeps going.