

Name: Sophia Tam

Age range: 50 years old

Job Title: College Teacher

Time in Role: 15 years

Location: Seattle, WA

Key Tasks:

- Designs and delivers college-level curriculum
- Advises students on academic progress
- Balances teaching with family responsibilities

Biography: 1

Sophia has taught college-level courses in the humanities for over 15 years. She holds a master's degree in education and is known for her thoughtful, student-centered teaching style. Recently, she has taken on additional responsibilities outside of work, helping her aging parents plan for the future.

Communication Preferences: •

Email and Text

Work Goals: 🔏

In the short term, Sophia wants to stay organized and present for her students while supporting her parents through their transition. Long-term, she hopes to maintain work-life balance and find reliable resources to help her navigate elder care planning.

Hobbies and Interests: 🖌

Gardening, book clubs and weekend hikes with her partner

Learning Preferences:



Prefers:

- Practicing non-graded deliberate practice of a task, procedure, or process
- Reading articles, case studies, books
- Discussing group/team discussions on a topic/process
- Listening podcasts, audio books, audio-based instruction



Name: Sam Busby

Age range: 54

Job Title: Freelance Graphic

Designer

Time in Role: 15 years

Location: Seattle, WA

Key Tasks:

- Creates visual materials for clients
- Manages deadlines independently
- Schedules calls with providers for her parents

Biography: 1

Sam is an experiences freelance graphic designer with a background in visual communication. He is been self-employed for over a decade and values the flexibility of remote work. Lately, his attention has shifted toward supporting his aging parents, especially with organizing appointments and exploring housing options.

Communication Preferences: •

Email, Phone and Text.

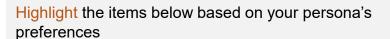
Work Goals: 🔏

Short-term, Sam wants to stay on top of client projects while making time to support his parents. Long-term, he hopes to build a more predictable routine and find helpful tools to manage both caregiving and creative work.

Hobbies and Interests: 🖌

Reading non-fiction, running and playing video games.

Learning Preferences:



Prefers:

- Practicing non-graded deliberate practice of a task, procedure, or process
- Reading articles, case studies, books
- Observing explainer videos, live demonstrations, job shadowing



Name: Laura Gomez

Age range: 47 years old

Job Title: Marketing Director

Time in Role: 5 Years

Location: Seattle /WA

Key Tasks:

- Manages branding and outreach strategies
- Oversees team deliverables

Biography: 1

Laura has a background in communications and earned her MBA in marketing. She currently leads the marketing team at a mid-sized firm in Seattle. Laura is known for her strategic thinking and ability to manage high-pressure campaigns. Outside of work, she's taken on the role of helping her parents plan for their next chapter, including the possibility of downsizing.

Communication Preferences: •

Email and text

Work Goals: 🔏

In the short term, Laura wants to maintain her team's performance while staying emotionally available for her parents. Long-term, she's looking for ways to integrate work-life balance and feel confident in the decisions she's making around elder care.

Hobbies and Interests: 🗸

Running, baking and go to the movies.

Learning Preferences:

Prefers:

- Practicing non-graded deliberate practice of a task, procedure, or process
- Reading articles, case studies, books
- Listening podcasts, audio books, audio-based instruction
- Writing essays, written assessment answers