



Bio

Age: 48

Work: Interior Designer

Family: Single with three kids

Location: Brooklyn, NY

Jennifer's situation: Jennifer's youngest child has been recently diagnosed with cancer. Jennifer is feeling lonely

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I remember the day that they diagnosed my child. I cried buckets of tears with my husband. Most of my family and friends are supportive, but they don't seem to really understand the constant lifetime struggle of the cancer walk. ... I feel my best when I'm around other parents who are living my daily struggle.

Jennifer, 48, NYC

Pain Points

- Feeling isolated and unsupported
- Understanding terminology, diagnosis, and treatment is confusing
- Unable to keep track of her child's visits and treatment

Needs

- To feel supported by family and friends
- To connect with other parents and caregivers of children with cancer
- To keep a journal of important events during and after treatment