

# Consumer



**Age:** 46

**Occupation:** Food Services Worker

**Employer:** Food Services, Inc.

**Education Level:** High School

**Income:** \$35,000

## BACKGROUND

Melinda is a minimum wage worker in the food services industry. She has a history of hypertension in her family. Melinda takes maintenance drugs for her current symptoms. She wants to ensure that other medications do not conflict with what she is currently taking.

She is looking for information about a possible adverse reaction if she was to take a medication. Her only access to the Internet is on her smartphone.

*"I am concerned that I will have a bad reaction to a drug and I want to know what reactions other people have had."*

## DEVICES USED

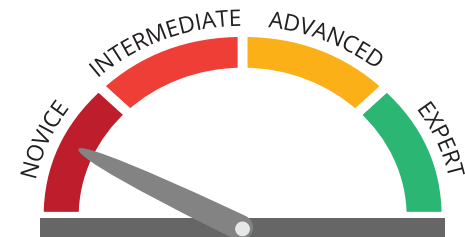


DESKTOP



SMART PHONE

## TECH SAVVY



## PRIMARY GOAL

Melinda is concerned that she will have a bad reaction to a drug and would like to know what reactions other people have had. She has a history of hypertension in her family and takes maintenance drugs for her current symptoms. She wants to ensure that other medications do not conflict with what she is currently taking.

## FRUSTRATIONS & CHALLENGES

"I find medical information difficult to understand."

"I don't have access to a computer, so I can only go to websites on my smartphone. A lot of sites don't work well on my phone."

## FEATURES DESIRED

### EASY TO READ CONTENT



### MOBILE-FRIENDLY



### EASY TO NAVIGATE



### SHARABLE INFORMATION

