



MyMemory: User Personas

Susan Jean Baker (Sue)

Wife/Carer of User



AI Generated face ~ ThisPersonDoesNotExist.com

Born: 1948 February 2nd (Age 72)

Location: Bournemouth, UK

Occupation: Retired Nurse

Gender: Female

Status: Married

Computer skills:



Low

Basic

Average

Advanced

Expert

Background & Daily life

Sue has lived with her husband Peter Baker in Bournemouth for the past 26 years and are now retired. They have been married 47 years and have a son and daughter who live in London and Cambridge respectively, so they only see them a few times a year. Sue describes her life as quite relaxed; they stay home most of the time but get out daily through dog walks and attend an over 50s club weekly on a Thursday afternoon.

Peter was diagnosed with Alzheimer's 3 years ago after noticing some repetitive and forgetful behaviour and has considerably deteriorated since. Sue must help Peter often as he easily forgets where their things are kept and sometimes forgets the names of close family members and has to ask what they work as or where they are, which can cause him to get frustrated quite easily with himself.

Experience with Technology

Sue and Peter both own smart phones that are a couple years old which their son and daughter taught them to use. Sue uses her smartphone to keep up-to-date with her family on Facebook and WhatsApp, knows how to use the app-store, and uses various apps including her puzzle games, camera, notes, calculator, the internet, and calendar to set reminders.

Peter does not use his phone anymore, as any phone calls for Peter are through Sue's phone or their landline. Peter also struggles to type due to his arthritis so it can take him a while to type short messages – his family had also set up a Facebook account for him, but he has not used it as he often gets lost and confused with the interface. They also own a laptop and tablet; the laptop rarely gets used now but the tablet is used for video calls with family and playing puzzle games on a bigger screen. Sue opens apps on their devices and gets Peter to the correct screen to play simple games or read, then he has no problem for a while.

Theodore Rowley (Ted)

Target User



AI Generated face ~ ThisPersonDoesNotExist.com

Born: 1962 September 20th (Age 57)

Location: Stevenage, UK

Occupation: Accountant

Gender: Male

Status: Divorced

Computer Skills:

Low

Basic

Average

Advanced

Expert

Background & Daily life

Ted Rowley currently lives alone and has been divorced for 10 years but gets still gets along with his ex and three children who are all in their twenties with jobs relatively nearby around London. Ted commutes every day via the Thameslink to his accounting job in London – his expecting to retire soon as he has enough money to live comfortably. He spends his free-time playing guitar, exercising, watching Netflix series and documentaries or going to bars in town with some friends.

Ted likes to look after himself, so he exercises regularly and has a healthy diet, he visited his doctor for a regularly check-up and mentioned that he has recently been having issues concentrating and planning his usual task at work. After conducting some tests, the doctor thinks it may be early-onset Alzheimer's. Ted is afraid of forgetting important information and wants to tackle this early by being prepared any worsening of his memory through upkeeping his health, completing brain exercises, and with the help of technology.

Experience with Technology

At work, Ted uses complex specialist software on his desktop PC, as well using the printer, scanner, and mobile tablets provided so he is efficient and well-versed in using various technologies. He uses his up-to-date smartphone regularly including to watch YouTube, listen to music, and use health and finance trackers; however, he has not used his social media accounts in years.

Ted likes to keep his documents and information organised, so having similar data all in one place helps him a lot; he is also conscious about security and giving data up to third parties, by avoiding sharing too many details online and to apps that are online and he does not know whether are completely secure.



AI Generated face ~ ThisPersonDoesNotExist.com

Born: 1978 October 14th (Age 41)

Location: Manchester, UK

Occupation: Business Teacher

Gender: Female

Status: Married

Computer Skills:



Background & Daily life

Lily Tay is a teacher, who teaches A-level business at a local sixth form in Manchester and lives with her husband and her two daughters – age 11 and 14. Lily’s mother, Vivian Tay, lives just around the block from them and often helps look after the kids after school. Vivian is 70 years old and lost her husband to cancer 4 years ago; her husband used to drive, take care of bills, and fix any technical issues around the home.

Since he passed, Lily (her only daughter in the country) takes care of her by driving her to the supermarket and such, but her Dementia has been progressively worsening recently as she has started to mix up her granddaughters names, ages, and forget her family outside of Manchester. Meanwhile, Lily is worried about being able to balance her workload, looking after her mother, and spending time with her family amongst other things so she has started looking into new methods to help her mother stay independent for longer and remember important details about her loved ones.

Experience with Technology

Lily likes to have the newest phone and gives her mother her old phone when she upgrades, so Vivian has a quite up-to-date phone, but she only uses it for calls, which she prefers over messaging. Lily uses a lot of apps in her daily life and regularly searches the app store for apps that help her organise her busy life and help her mother out. However, her mother has not stuck with many apps as they are “not worth learning” as she prefers using physical reminders and paper to play games like sudoku and word searches.

Lily wants a way that her mother can remember their family’s names and information like their ages and what they do work and school wise so she can stay in touch with family and friends; without getting frustrated or lose interest due to complicated interfaces.