

Administrator Samuel Cote



Samuel Cote is a 41 year old biotech consultant and founder of MFGBio, a small-midsized consulting company with a focus on biotech and life science. He was raised in Germany with his four siblings, and his family still live in Germany. He came to Canada after completing undergraduate studies, to pursue a PhD in biotechnology. Samuel lives in Killcrest village near St. Clair and Bathurst with his wife and two daughters. He has been married to his wife Amanda for 9 years. His daughters are 5 and 8, attending kindergarten and elementary school respectively. Samuel's wife Amanda is currently working as an accountant at a large company.

Samuel is a friendly, outgoing person with a tidy appearance. He enjoys hiking, camping, and kite-surfing in his free time. His professional interests are in biotechnology and technology in general.

Samuel mainly works from home doing consulting work, but when he needs to get to a meeting with clients, he prefers biking or public transportation. He also does a fair bit of travelling. Samuel considers himself a very work driven person, and he is very passionate about his job and tends to work late hours frequently.

As a consultant with interests in technology, Samuel is quite tech-savvy and technology is a part of his everyday life, both work-related and personal. Samuel uses his iPhone quite frequently, and he owns a few laptops and a desktop computer, but he prefers to use the desktop. Samuel is familiar with Windows, Mac, and Linux, but is most comfortable using Linux. He is a quick learner and willing to adapt to newer or better technologies.

When using the ultrasound mobile system, Samuel expects it to be fully functional and easy to use, since this will be mainly used by doctors and field workers in third world countries who might not be very tech-savvy. He wants the system to be able to resend data over the network, since some areas might have unreliable or no wireless services. Security of the system isn't a current priority; Samuel expects a basic login authentication and the ability to register quickly and easily. This system will mainly be used as a demo at fundraiser events, after which the

complete version of the system will be used as planned in third world countries, currently with a focus on Nepal.

Radiologist Remy Hadley



Dr. Remy Hadley is a 36 years old radiologist, who is working for one of the leading medical institutions in Canada, Schulich Heart Centre. She was born in New York City to a family of three. When she was 3 years old, her family decided to move to Canada. She graduated with distinction from University of Toronto and continued her studies by pursuing M.D. at University of Toronto Medical School. Now she lives in Mississauga with her husband and a son. Her son is in 7th grade and has a passion for computers, taking after his dad.

Dr. Hadley is a very determined and friendly person with many interests. On her free time she likes to explore and learn new things, read, travel around world as well as spend time with her husband and son. She reads daily about new discoveries in medicine as well as in other sciences. In particular, she loves reading about law. She always believed if she didn't make it as a radiologist, she would have pursued a law career.

Dr. Hadley loves her work and she spends a lot of time at the hospital. She travels everyday to work by using GO Transit. She is a committed and punctual worker, who is always on time in the morning and leaves whenever she is done with work for the day. Despite being a family person, she makes sure that she does all her work before she leaves back home.

Dr. Hadley is not particularly a tech person, but she knows how to use her laptop and tablets. Of course, she is excellent at using the medical equipment for work, but not as comfortable with smartphones or Linux systems. She uses a Windows based system for her work and she uses tablets for her own entertainment such as reading. She doesn't use any smartphone even for her phone. She is a person who uses technology to get work done, but she wouldn't miss it if she doesn't have access to it. She is willing to learn new technology if it is required for her work

or for her own personal projects.

Her expectations for the mobile ultrasound system are robustness and ease of use. As not a tech savvy person she expects a fully integrated and functional system that's easy to use without much of the fuss. She knows that she is good at what she does and doesn't want the system to prevent her from doing her work, while she is helping other people. She also knows that her colleagues will have the same feeling since they are not tech people as well and would want to concentrate on their work, rather than figuring out the system. Dr. Hadley expects the system to be used all the time and therefore it should be reliable too. The system is very important to her as she wants to offer it in developing countries as she believes maternal and infant health care should be accessible by people in remote areas and developing countries as it is in developed countries.