

Steven, New Dad

Caring *Busy* *Protective* *Fact Driven*

BIO

Steven is a new dad who has recently welcomed a new addition to the family into their home. Like most new parents, becoming a proud parent has changed his perspective on safety in the home. Steven wants nothing more than to ensure the safety and wellbeing of his family. He's vaguely familiar with the types of data the FDA collects about various drugs, but hasn't had a reason to investigate risks associated with medications found in his home.

► To Steven, any app should be:

Intuitive and valuable such that he prefers using the app instead of gathering information from ad-hoc internet searches or word of mouth from friends.

► Core dimensions of Steven's app usage:

Usage:

Steven relies on his mobile device to stay connected. He's willing to try popular apps, but doesn't rely on more than a handful of apps other than email, texts, and his calendar. Steven isn't sure any app could help him childproof his home.

Frustrations:

- Most apps are not intuitive
- Apps with too many unnecessary features
- Irrelevant information

Information Steven Needs:

- Common household risks
- Drug information / statistics
- Most dangerous substances for children to be exposed to.

MOTIVATION

"I will protect and provide for my family above all else."

Age

31

Occupation

Data Scientist

Location

Washington, D.C.

Steven's core traits

Goals

- Be an awesome dad
- Protect his family
- Use technology to his advantage

Personality

- Modern, hard working professional
- Well educated
- Willing to adopt useful technology
- Curious and willing to validate rumors before making decisions

Environment

- Steven and his wife live in a single family home in Alexandria, VA
- Constantly connected
- Busy work and personal schedules drive need to be efficient yet calculated



Ryan, Caretaker

Mobile Over-Worked Concerned



BIO

Ryan is a regional director of a mid-size insurance company, who in addition to raising 2 children, also cares for his aging father. Ryan is responsible for his father's care, but does not have time to research his father's medicine or keep up to date with potential dangers of a re-calls or adverse reactions of the drugs. Even simple questions, such as, is it a problem giving his dad over the counter pain medicine cause a great deal of stress.

► To Ryan, any app should be:

Dependent on the data in the application being complete, accurate, and up-to-date so that he doesn't need manual research.

► Core dimensions of Ryan's app usage:

Needs:

- Ryan needs to be able to search and locate the medicine once without constant maintenance.
- Ryan needs to be alerted of any necessary action he needs to take because of a recall or adverse event.

Frustrations:

- Confusing Medicine - Ryan isn't familiar with all of his father's medication and doesn't have time to constantly check with his doctor for updates.
- Disconnected from danger - Ryan's only current way of learning of medical recalls or adverse events is when the severity reaches local or national news level.
- Disparate sources of data - Data related to the medicine, interactions, adverse events, and recalls is not easily located in a centralized source, so any searching is time consuming.

MOTIVATION

"I just don't want something bad to happen."

Age

45

Occupation

Director

Location

Pittsburgh, PA

Ryan's core traits

Over-Worked

Motivated to provide for his family, Ryan works long hours at his job

Mobile

Is in meetings all day and prefers technology to be mobile-enabled

Concerned

Wants his family to be safe, and simply wants to prevent the worst-case scenario from occurring

Technology Capable

Not a tech wiz by any means, Ryan uses an iPhone provided by his company

