 *Persona 1: Betty Buckman, 87*

Quote: I survived on my own for this long. I don’t need everyone telling me what to do.”

“I love my kids, but I wish they’d stop pestering me.”

|  |  |
| --- | --- |
| **Bio & Demographics** | **Behaviors** |
| Betty Buckman, aka (Ma)   * Great Depression Generation, Spend-thrift * She was 13 when WWII; she worked during WWII * As a result, she earned money and was raised independently * She married her high school sweetheart when he returned home in 1949 * She raised her children during the Boom Years (1950-1965) * She is a retired librarian from the Public Library of Glendale, CA * Still idealistic, she does not believe she needs help * She witnessed the moon landing, assassinations of JFK & MLK & RKJ * Lives in suburban house, in the same house for more than 50 years * She is **not** tech savvy. She saw the telegram replace the telephone replace the mobile phone. * No cellphone, a computer [dial-up], but does have a cordless phone. | * Watches TV most of the day. * Has her daily routine, which includes eating grapefruit for breakfast with oatmeal, sandwich and soup for lunch, followed by a dinner of veggies and meat. * Depends on son Jack, to take her to church. * Has a few friends, receives most of her social contact from family visiting her. * Very set in her ways. * When her kids try to talk to her about moving –in with them, she’ll say, “…. uh-mmmm. Well, it’s time to go,” before hanging up the phone. * Doesn’t use Internet. No email. Has a cellphone, but doesn’t trust it. * Lives on a fixed in come. * Takes several prescription medicines. * Her kids are her pride and joy. * She loves visits from her grandchildren and great-grandchildren, but she worries that they may not know what to do if she needed medical help. |
| **Stories & Scenario** | **Goal / Need** |
| She is determined to stay in her home.  She had injured herself when she fell earlier in the year. But no broken bones… so far.  It’s hard for her to ask for help… even when she needs it! | * A medical alert system that can give her family peace of mind, without having to sacrifice her own. * She might not admit it, but she does worry about being alone. However, she would rather say nothing than to have her family bother her about moving-in with them. |

|  |  |
| --- | --- |
| **Bio & Demographics** | **Behaviors** |
| Bob Buckman   * 65 yrs. old man and son of Betty and Bruce Buckman. * Bob has been married to Darla Buckman for 42 years, has 2 grown children Maggie and Nora, and 5 grandchildren * Has 2 younger siblings (Linda 62 and Brian 58), but they live across the county. * Bob lives 30 minutes from Ma. * Recently retired after 45 years of working for the government. * Bob realizes he needs to stay active. * He is perfectly healthy. He just has to watch his blood pressure. * He and his wife still eat together every night, and then watch their favorite shows on digital TV. * Not tech-savvy, but has a smartphone and an ipad. * Lives 30 minutes from Ma. * He plans to travel with Darla… as soon as he can “get someone for Ma.” | * He’s reliable and will do anything for his family. * Doesn’t want to travel “too far” from ma’. * He visits Ma’ every week, carefully eyeing how much food she has and how she’s managing. * Gets frustrated that she sees his concern as an intrusion; doesn’t know how to protect her without cramping her style. * There is some strain because he is overprotective of Ma. * He pays bills with a check, but kids are trying to get him to go paperless. * Uses a smartphone, but won’t download apps and doesn’t believe in digital payments, e-receipts, etc. * Doesn’t constantly go onto the Internet to read email; checks it every other day. |
| **Stories & Scenario** | **Goal / Need** |
| Bob’s worst fear is for his mother to need him and he’s nowhere to be found.  Ma is set on staying in her own home. Any time he broaches the subject of moving-in with him and Nora, she walks away or hangs up the phone.  If there was a gadget that could give her a “heads up” on her blood pressure or remind her of taking her meds, that would be great!  Bob’s not getting any younger himself. If there were a product that can help him keep him healthy, he’d consider it. | * If he knew his mom was going had help if she had an emergency and needed help, he would be able to relax, maybe travel, and go out with his wife. * He’d like to get info about where she is in an emergency. The doctor, room, even the location in the hospital. * Bob and Ma both often forget to take their pills. A reminder would be nice. * She doesn’t carry a cell phone. So, he can’t really get a hold of her if she were in ER. * If he was able to talk and see her if he was not immediately present, then that would be a relief! |

*Persona 2: Bob Buckman, 65*

Quote: “They don’t make up like they use to any more. Cars, Trucks, and Ma!”



|  |  |
| --- | --- |
| **Bio & Demographics** | **Behaviors** |
| * 29 year old, HR Manager of Hire-Tech, a recruiting company * Grew up not needing to keep in shape, but she can tell she’s getting out of shape. * Her boyfriend and her will eat late and watch Netflix in bed * She tries to be more active, but doesn’t know it her efforts are making a difference to her health * Has no experience in knowing how to take blood pressure or what her resting heart rate is | * She’s always glad she worked out … after she works out. * Secretly, she hates spinning, but it’s the best bang for your buck workout. * Not sure if she’s maintaining her weight or not * Eats light but unsure if she can indulge * Running around at work is her exercise * Goes to the doctor “when she needs to” * Uses WebMD to diagnosis herself |
| **Stories & Scenario** | **Goal / Need** |
| Madison will start a workout plan full-force, but will later stop because she is unable to see if it is working.  Wants to be more active and cut back on stress. However, she doesn’t know how to measure her progress.  She needs motivation and education about how to measure her health. | * Wants to get a “head start” on maintaining her body. * Inspiration to keep her consistent is key. * Instant measurements of her BMI or photos of her progress in exercising would be great. |

Persona 3: Madison Montgomery, 29 yrs. old

Quote: “If it was easy to stay fit, then everyone would be in shape! But I try to always make health a priority. “