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SWDV 691
UHealth Design: User Interface

Millennial Mike Jones

Background

- Entry-level employee
- Bachelor's Degree in Computer Science
- Recent graduate
- Unmarried but in a relationship

Demographics

- Male, 23 years old
- Single income of \$40,000
- Lives alone in a studio apartment

Identifiers

- Tech savvy
- Involved in local community
- Likes to be involved
- Approachable personality



Mike has a college education and an entry-level job. Mike is very cost conscious because he is a millennial and understands that a dollar does not go very far when paired with other monthly bills.

Mike, like most millennials, is also accustomed to having a choice and wants the freedom to compare his options and choose what is best for him.

Boomer Michelle Jane

Background

- Business executive for small textile manufacturer
- Divorced with four children, 18, 22, 23, 27

Demographics

- Female, 55 years old
- Single Family income of \$125,000
- Lives in modest house in suburb of St. Louis

Identifiers

- Business savvy
- Thoroughly researches all aspects before making a decision



Michelle is from the baby boomer generation and is in her 50s or early 60s. She does not have a college education, but she owns her home. Her insurance premiums are high, so she is interested in making the most affordable decision for her health.

Single mother Rachel Wilson

Background

- Working single mother
- Some college
- Single with one child, aged 2.

Demographics

- Female, 26 years old
- Single family income of \$55,000
- Lives in a small town outside of St. Louis

Identifiers

- Strong “Type A” personality
- Creative
- Comfortable with technology



Rachel is constantly dealing with her young child bringing home another illness from school. When Rachel is not working or attending classes, she is taking care of her young child. Rachel has a regular paediatrician for her child but still has to use other resources on holidays and weekends.