

Persona

Kimberley Richards



"I need to delve into this system and learn all about it for my exam next week."

"A patient at the hospital presented with this set of symptoms, I wonder what is going on physiologically."

Demographics

- 20 years old
- Single
- Full-time Pre-Veterinary college student
- Attends a small upstate New York college
- Lives off campus in own apartment (within a home) in a nice quiet neighborhood

Typical Web Tasks

- e-mail
- search the internet for medical/veterinary related information
- keep in touch with friends on Facebook

Kimberley has wanted to be a veterinarian for as long as she can remember. She is currently attending college full-time in a Pre-veterinary program at a small school in upstate New York and hopes to enter vet school after graduation. In addition to her education, she also works at a small animal hospital over summer vacations and on weekends during the school year where she is gaining experience working directly with animals, performing diagnostic tests (such as blood and parasite tests), and assisting the veterinarian during examinations and surgical procedures. Her main relationships therefore are with professors, fellow students, and the veterinarians and techs she works with.

She loves animals, has compassion for them and is fascinated by their anatomy and physiology. She has taken delight in her many pets over the years, mainly dogs, but also pocket pets (like hamsters and gerbils). While growing up, Saturday mornings were devoted to English riding lessons; she is quite proficient and is now learning Dressage. Kimberley is talented in art too; she especially enjoys sculpting, painting and drawing animals.

Kimberley is an experienced computer user – she just got a new computer for school and has cable in her apartment where she likes to work best. In an attempt to satisfy her curiosity for the veterinary sciences she uses the internet to research information pertaining to her studies as well as to her work at the vet's office. She is always searching for new sites which provide reliable educational material related to the medical aspects of animals. As an aspiring veterinarian she needs to understand the healthy animal, and how to diagnose and care for the sick animal.

Since her course of study is vigorous, Kimberley has a lot of information she needs to absorb in a short amount of time. Therefore, she responds best to those web sites that present the information in a visual, structured, and easy-to-understand way. She knows basic medical and veterinary terminology, but is rapidly expanding that vocabulary through her studies.

REFERENCES

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