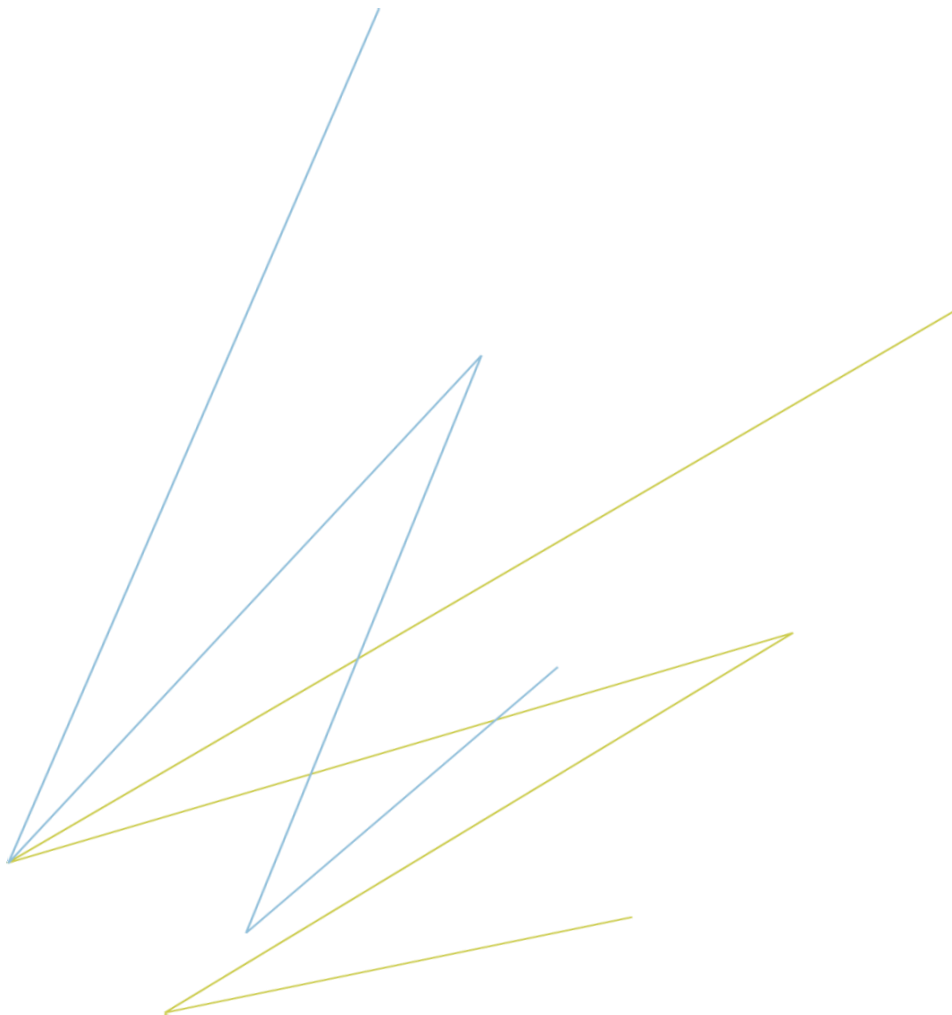


Criteria d

used at least three "human-centered design" techniques or tools

Doing What's Right—Doing What Works



Criteria d:
used at least three “human-centered design” techniques or tools

User Personas

The User Personas shown below were developed based on user input during the Design Studio. These three Personas serve as notional examples of the people who would interact with the myHealthAlerts site, providing the development team with a broader context in which to understand what users are trying to accomplish and to have empathy for the “why” behind particular feature requests.



FRED

- Taking medications currently
- Mostly interested in history / details / future warnings of drugs / devices
- constantly looking at detail pages of drugs



SARAH

- uses user "home" page to keep track of / remember drugs she is currently on / has used in past
- interested in learning about meds she will use in future - uses detail pages for this



BOB

- caregiver for wife
- Does not want to create an account - but wants to learn more about meds / devices wife is using
- uses main search page to access detail pages w/o log in

Fred, Sarah, and Bob are representational User Personas. These Personas were displayed in the co-location space as a reference and reminder for the development team.

