**Personas**

Description…

1. Medication User
2. General Research
3. Medication Identification
4. Symptom Search

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| Global User |  |
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| |  |  | | --- | --- | | Profile | Global User | | Name | Susan | | Age | 35 |     Description  Susan is a 35-year-old woman interested in researching medication data. She wants to make an informed decision about her new medication. Susan would like side effect information, recall information and common usage. | |  | | --- | | Mission  Susan wants to research her new prescription medication.  Objectives   * Search for medication * View detailed information * View recall information * View side effects   Motivation  To reassure herself of the medication before she begins taking it.  Technology Skill Level  Comfortable using web technologies, and has high bandwidth access, allowing for an unimpeded browsing experience. Likely to use a tablet or phone. | |

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| Global User |  |
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| |  |  | | --- | --- | | Profile | Global User | | Name | Dan | | Age | 42 |     Description  Dan is a 42-year-old man interested finding details on multiple medications. He would like an easy way to find top medications that have been recalled in the last 2 years. He is also interested in what medications are linked to high adverse events. | |  | | --- | | Mission  Dan wants to research multiple medications and discover high-level trends including recalls and adverse events.  Objectives   * Find top recalls in the last 2 years * Find medications linked to high adverse events * Discover additional details about recalled drugs including manufacturers and brand names.   Motivation  Interest in the medical community and personal curiosity. Comparing results with past medications taken.  Technology Skill Level  Comfortable using web technologies, and has high bandwidth access, allowing for an unimpeded browsing experience. Likely to use a desktop device to access the product. | |

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| Global User |  |
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| |  |  | | --- | --- | | Profile | Global User | | Name | Brenda | | Age | 37 |     Description  Brenda is a 37-year-old woman looking for information about an unidentified pill she found in her home. She would like an easy way to search by medication description. She would also like to know details about the medication. | |  | | --- | | Mission  Brenda wants to identify a medication and view it’s details.  Objectives   * Identify medication by description * Research details about medication   Motivation  Ensure found medication is not dangerous and determine who it may have belonged to.  Technology Skill Level  Very comfortable using web technologies, and has high bandwidth access, allowing for an unimpeded browsing experience. Likely to use a mobile device. | |

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| Global User |  |
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| |  |  | | --- | --- | | Profile | Global User | | Name | Robert | | Age | 47 |     Description  Robert is a 47-year-old man looking for a medication to relieve his back pain. He would like an easy way to view all medications recommended for back pain and any side effects and recall information associated with them. | |  | | --- | | Mission  Robert wants to find an appropriate medication to help with his back pain.  Objectives   * Discover medications used to relieve back pain * Discover any side effects or recalled medications   Motivation  Back pain.  Technology Skill Level  Very comfortable using web technologies, and has high bandwidth access, allowing for an unimpeded browsing experience. Likely to use a mobile device to access the product. | |