**Personas**

Description…

1. Recall Information
2. Adverse Events

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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 whether she should take her new medication. Susan would like recall information to double check the information being received from her physician. | |  | | --- | | Mission  Susan wants to research her new prescription medication.  Objectives   * Search for medication * View recall information   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 adverse events that have been discussed in the last 2 years. He is also interested in what medications are linked to high and most reviewed adverse events. | |  | | --- | | Mission  Dan wants to research multiple medications and discover high-level trends of adverse events.  Objectives   * Find top adverse events in the last 2 years * Find medications linked to high adverse events   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. | |