**Personas**

Description…

1. Recall Information
2. Adverse Events
3. Researcher
4. Drug Manufacturing Rep

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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. For her family’s safety, 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. This quality check is important because she’ll be well informed when giving the medication to her children. | |  | | --- | | Mission  Susan wants to research her new prescriptions and medication given to her children.  Objectives   * Search for medication * View recall information   Motivation  To reassure herself of the medication before she begins taking it and making sure her children are not harmed from recalled medication.  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. | |

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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 new trends in medication for her graduate research. As a researcher, she needs a resource where she can ingest the most up-to-date information on specific medications. She would like an easy way to search by medication description. She would also like to see details about the new medications she comes across. | |  | | --- | | Mission  Brenda wants to identify trending information on current medications.  Objectives   * Identify top medications * Identify top searches * Identify most recently uploaded medications * Identify most recently searched medications   Motivation  For her graduate studies, Brenda must keep up with the current information on medication.  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 drug manufacturing representative that focuses on the validation of his company’s drug data being used throughout the web. Robert searches the web for the usage of his company’s products and makes sure the information on those products are accurate. Robert wants to have the ability to flag inaccurate information and have the potential to change the information on the product itself. | |  | | --- | | Mission  Robert wants to have the ability to validate medication information and vet user reviews.  Objectives   * Report or flag inaccurate information * Change inaccurate information * Read and comment on user reviews   Motivation  As a representative of his company, it is Robert’s duty to validate company related information.  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. | |