**Target Audience Research:**

Option for who the target audience should be:

* Elderly
* Disabled young adults/ disabled all ages
* Chronic health
* All

**Interview with a carer of numerous elderly patients:**

Do you think the app will be useful?

*Yes, I think it is a great idea and would be really useful to have in the community. I do not know of anything like this already out their and I can see a gap in the market.*

What do you not like about the app?

*I think you need to be very careful about parient confidentiality and the security of the app. I am not sure what data I can legally hold about the patient without their consent. Also what would happen if I lost my mobile?*

*The app also needs to be assessable to all needs!*

What do you think could be added to the app to make it better?

*I do not feel the location idea would be that useful for the elderly as many can not move that well let alone be able to leave the house themselves. However, this would be a very good idea for young adults.*

*I think it would useful to have a 3rd party feature so family can see how their relatives are getting on just by looking at the app. Also I think a like to the pharmacy would be great, to save having to request the repeat prescription at the pharmacy.*

**Interview with a care assistant at Tadworth Children’s trust**

Do you think the app will be useful?

*I think disabled young adults would be a good target audience. At somewhere like my work it would work best for children in rehab as they are gaining skills again. Also other disabled young adults that are more able or not in a care home would benefit from this. It's hard to determine as it will all depend on their disability but maybe disabled young adults with learning difficulties would be a good way to generalise a target audience.*

*Pretty much all of them have phones/iPads so it would be easily accessible. (Older generation may struggle with using an app so young people is probably a good way to go) I think as well you could promote independence as this is a way for them to keep track of their medication without parents/carers having to be entirely responsible for this. And at the trust they want the kids to be able to lead a most "normal" life as possible so it would be a good chance for them to help do this.  They believe that their disability shouldn't stop them from doing things but maybe they just need to be adapted and the app would be a good example of this.*

What do you not like about the app?

*The only thing I would say about the emergency thing is that maybe the careers can activate it because we put call buttons in some of the kids rooms and they ring them all the time but for stupid reasons. So if they are not quite mentally all there it could be over used. So maybe something that the career can activate if they want them to have it or think they need it or just a way of letting the patient know what to do if they need help. Numbers to call etc. Guess that kind of answers three as well.*

*Another thing I would say if it's an app for careers We are not aloud phones on us and they don't supply work ones and iPads are expensive. So if it was on a computer it would be used a lot more. However, there are a lot of people that do one to one care outside of hospitals and go into the patients homes. Which then I think it would work really well so maybe that should be who you aim it at along with the patients. Which I think you are already?*

What do you think could be added to the app to make it better?

*The kids in rehab at my work can use phones some with more difficulty but in general it isn't a huge problem. Some have been customised so the font is large (like a lot larger than we can make it on our phones) so it could be a function on the app that you could change depending on the needs of the child. Another could be that it has a voice activation so it speaks to them as they read. And maybe an online chat from patients to carers ? A bit like what's app or something. But what you have sounds like it covers a lot!*

BEN’s RESEARCH

From this research we have identified that we do not need to generalise who the specific target audience is. The main requirement is that the patient has an ongoing health condition and have a carer visit them.

As long as the app is simple and easy to use we do not see why we need to restrict the target audience.