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TechFlow, Inc. Response to
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4QTFHS150004
Agile Delivery Services (ADS I)

User Personas

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TECHFLOW

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1.0   Purpose

The purpose of this document is to capture the user personas for the U.S. Food and Drug Administration (FDA) in support of the Drug and Risk Information (DARI) public information website. It includes an overview of the user personas we have identified to create a human-centered design to develop our DARI website.

2.0   User Persona Overview

The user persona development supports the design process by identifying and prioritizing the roles and user characteristics of key audiences for the DARI website. When then identified individuals such as a pharmaceutical representative and TechFlow employees (non-technical). The product team forms a unified vision of the intended uses of a design through reference to agreed-on personas.

Our persona development begins with assumptions about user profiles by the product development team. The team also interacted with a pharmaceutical rep and TechFlow employees that use prescription drugs during the vision working session. Through open discussion, observation, and research of the FDA data we identified goals, motivations, contextual influences, that drove the development user stories to support the profiles. Based on all this information we formulated three user personas.

3.0   User Personas

We have identified three user personas for the DARI product: Consumer, Health Professional, and Legal Professional.

3.1   Consumer

Consumer Names: Joe S., Larry T., Linda P. and Bob L.

Consumer Ages: 18 to 65

Consumer Lifestyle: Shift workers and 9 to 5 jobs.

Consumer Technology: Desktop, Laptop, mobile device, and tablets

Pain Points:

- Does the drugs impact my health?
- Understanding the drugs my parents or children are taking?
- Is generic better than brand name?

This persona represents any layman who is investigating drugs. The people we interviewed was interested in finding information for an ailing spouse or child, or it could be someone

investigating drugs that he or she is taking or thinking of taking. The Typical Person in our project is an English-speaker with internet access.

Consumer scenario. You are a patient who's been prescribed the medication PREDNISONE, a steroid that is used to treat auto-immune conditions. Your doctor warned you that it might have serious side effects, but you can't remember what they are. Using our application (http://18f-dari.techflow.com/) determine the known side effects of PREDNISONE.

3.2   Health Professional

Health Professional Names: Lia E. and Ameerah A.

Health Professional Ages: 35 to 40

Health Professional Lifestyle: Mobile and constantly talking with doctors and their patients.

Health Professional Technology: Mobile device and tablets

Pain Points:

- What is my competitor drug information?
- What are the adverse event numbers for a drug?
- Easily access competitor drug information on my phone or tablet.

The heath professional we interviewed was interested in having the ability to quickly find the drug's known side effects. The health professional wants to access information quickly, is able to understand English and has access to the internet.

Health professional scenario. You are a health professional who is having difficulty understanding a prescription written by a doctor. You think that the doctor may have accidentally written down the generic name for the drug instead of the brand name. The drug on the prescription pad is "HYDROCODONE". You think that the doctor meant to prescribe "VICODIN". Use our application (http://18f-dari.techflow.com/) to confirm whether HYDROCODONE and VICODIN refer to the same medicine.

3.3   Legal Professional

Legal Professional Names: Karen V. and Izabela S.

Legal Professional Ages: 35 to 55

Legal Professional Lifestyle: Working in office and supporting contract / legal reviews.

Legal Professional Technology: Laptop, mobile device, and tablets

Pain Points:

- Access to creditable drug information?
- What are the adverse event numbers for a drug?

The Legal Professional is a lawyer or legal assistant who needs to investigate drugs as part of a court case. The Legal Professional can understand English, has access to the internet, and needs to have information that is accurate and up-to-date and would be respected in court.

Legal professional scenario. You are a legal professional working a case for a car crash. Your client, the defendant, claims that he has no memory of the accident. He has also informed you that he was taking AMBIEN that was prescribed to him for insomnia. Using our site (http://18f-dari.techflow.com/), determine if there's any possibility that the AMBIEN was a factor in this accident.