
Persona #3 – Single, Self Diagnoser

Paul Evans



- Arlington, VA
- 25 years old
- Young Professional

"I need some medicine, but I don't know which one to choose!"

Paul Evans is a 25 year old young professional that recently graduated from college and is now living in Arlington, VA. Paul has lived in the United States his entire life and only speaks English. He is fairly tech savvy and almost always uses his iPhone to access the internet (or his iPad when he is at home). In general, Paul is a very curious man and regularly peruses the internet and searches topics that pique his interest on his iPhone wherever, and whenever, he can.

In his new job, Paul has health insurance, but avoids going to the doctor even when he is ill. He is aggressively trying to pay off his college loans, and tries to save money wherever possible. Therefore, Paul prefers to self-diagnose his illnesses and research Over The Counter (OTC) medication that he can pick up at his local drug store, despite having had negative reactions to some OTC medications in the past.

It is now springtime in Arlington and Paul has been experiencing allergies that are more severe than usual. Paul deemed that his usual allergy medication is not strong enough so he visited his local drug store. Standing in the allergy medication aisle, Paul does not know which medicine to choose. Paul finds an extra strength allergy medication that is on sale, but would like to quickly and easily do some research in the store, using his iPhone, before purchasing the medication to determine if other consumers have reported adverse effects.