
Persona #1 – Senior

Joe Senior



- **Fairfax, VA**
- **66 years old**
- **Recently retired**

"I want to search for a drug that was prescribed for me, so that I can determine if the drug has any related derogatory information from the FDA"

Joe recently retired from his career as a government employee. He and his wife, Jane, have been planning for retirement for many years and are excited to move on to this new phase in their lives. Joe and Jane are ready to spend more time with their grandchildren, pursue their hobbies, and do some traveling to see sites on their bucket-lists plus, of course, visit their grandchildren. They're in good health for their age and hope to stay that way.

Joe and Jane are reasonably tech savvy. They didn't grow up with technology, but through their jobs they worked with computers using standard business applications for word processing and spreadsheets. They're familiar with the internet and how to search for things they're interested in, and even though they prefer to see most things in person before they buy them, they're pleased with the convenience of having an online purchase delivered to their doorstep. They have a high speed internet connection at home and keep in touch with family and friends in other parts of the country via email; they even set up Facebook accounts to keep up with their children and grandchildren when they're not visiting them. They have smart phones too; they initially got their phones just to make phone calls and take photographs, but like that they can do internet searches on them as well. Their main complaint with searching the internet or using some of the apps on their phones is that darn small print, and if they can't enlarge the text it's practically unreadable!

Joe and Jane both pay close attention to their health; particularly because they want to enjoy as many healthy years together as they can. They research and keep up to date on health and medical news and developments, and have found that there's no shortage of information on the internet! They see their doctors regularly and between the two of them they have quite a few prescribed medications that they take regularly, not to mention the over the counter medications they take for allergies and various aches and pains. What would be really useful for them is an application to help them look up all of the meds in their medicine cabinet so they'll know of any potential problems and can discuss concerns with their doctors.