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## Persona #2 – Parent with Kids

### John Kramer



- Gainesville, VA
- 35
- Stay at home dad

*“My kids are my life”*

John Kramer is a stay at home dad in Gainesville, VA. John takes care of his 4 kids, 2 of which are in elementary school and 2 are toddlers. John spends the majority of his day looking after the kids, taking them to practice after school, making sure their homework is done before they can play video games, cooking dinner, etc. John loves his kids, they are his life!

John does everything he can to make sure his kids are healthy and safe. He takes the kids to doctor appointments, looks after them when they are sick, and is responsible for buying their prescriptions and over the counter medicine. John is eager to know as much as possible about the medicine his kids take, but often doesn't have a spare minute to do in-depth research.

John is very intelligent, even though he only completed high school and some college (kids came and someone needed to stay at home). John can pick things up quickly, and often learns as he goes. John is very savvy with his iPhone (just purchased the new iPhone 6 and uses it for everything). If it's not available on his iPhone, he doesn't use it. John has high expectations for products he uses and if it doesn't meet his expectations right away, he will find another product that does.

One of John's kids, Freddy, who is in second grade, just came down with a rare skin rash and he has been trying to find medicine that will make the rash go away without causing any side effects. The rash isn't painful for Freddy, but it is something he wants taken care of. The rash isn't contagious, so Freddy can still go to school (thank goodness also, as it gives John some time where he can relax – at least while his toddlers are napping...). The last thing John wants is to give Freddy medicine where the side effects are so bad that Freddy needs to stay home from school. John has been trying many different types of medicines to make the rash go away, but nothing seems to be working, at least not without side effects. Freddy's doctor won't believe John regarding these side effects and as a result won't prescribe Freddy any new medicine.

John is at his wits end and just wants to be able to quickly and easily find alternatives, without having to filter through tons of information on those medical sites. It would also be nice to know if someone else was having the same side effects as Freddy, so John could tell his doctor and hopefully get a new prescription.