Brady Meyers

CS-319-H6812

11 July 2021

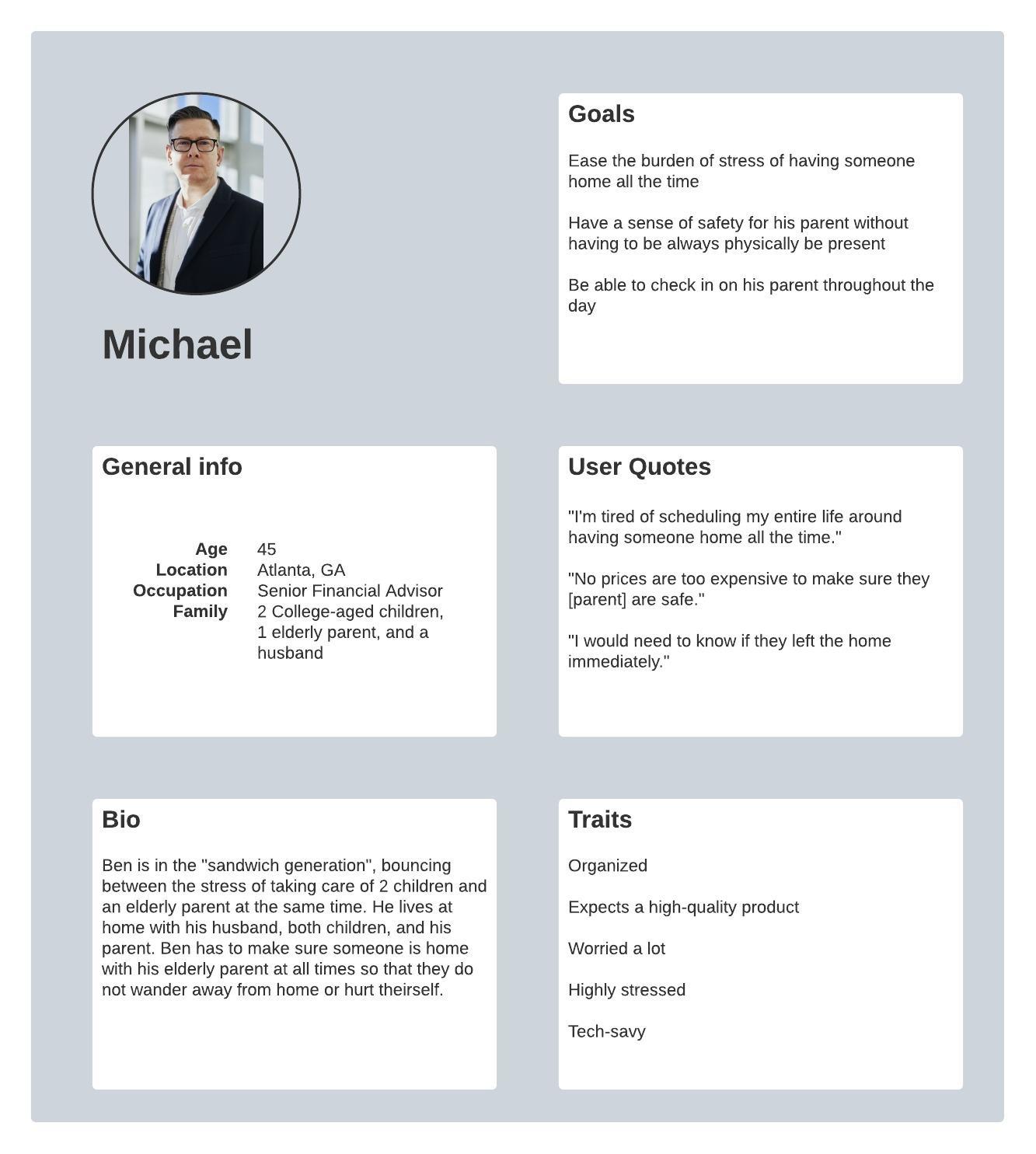
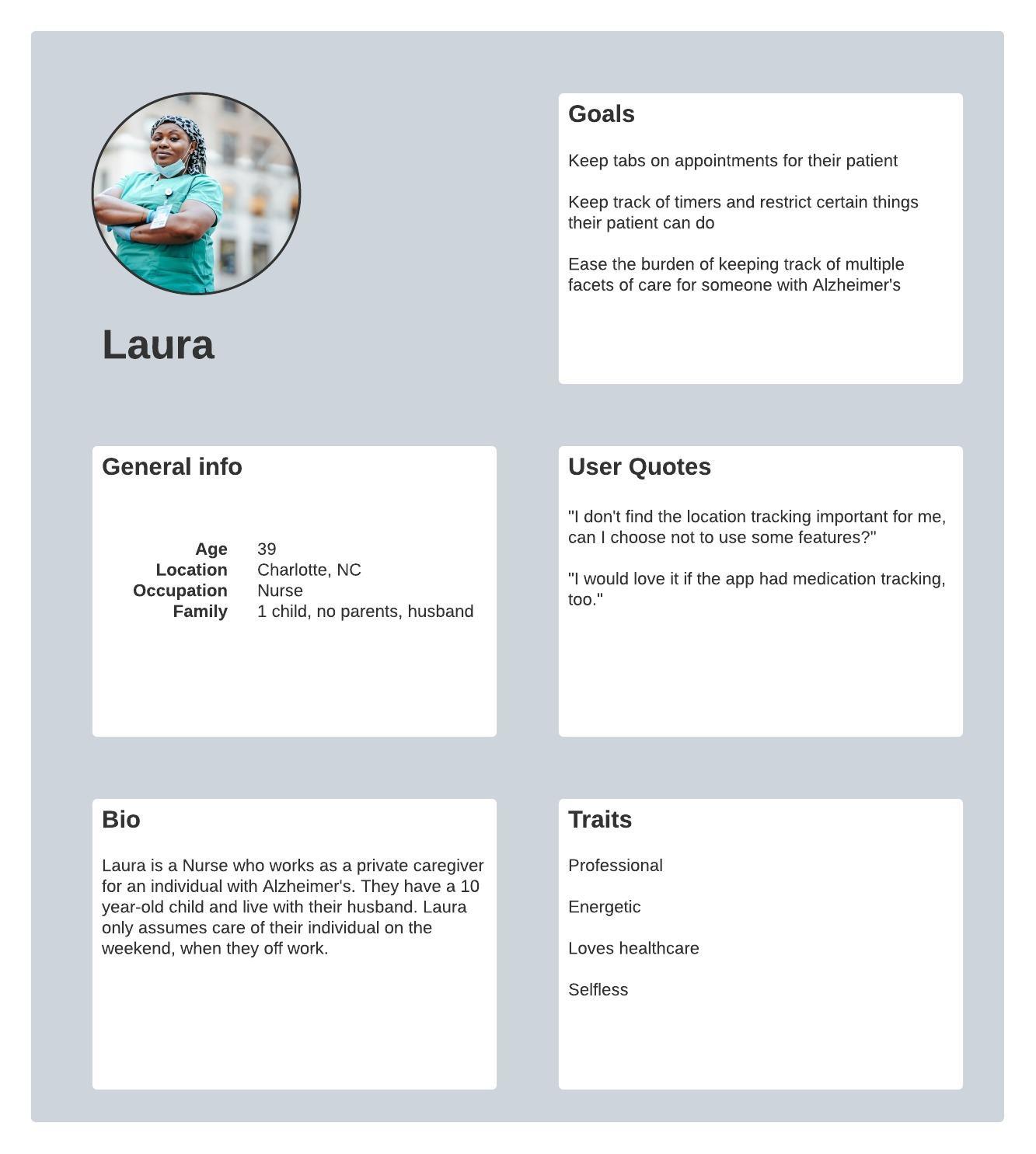
2-1 Milestone: Interviews and User Personas

**Target Audience**

The target audience for my application is any person who is a caregiver to an elderly person, and/or a caregiver to someone with Alzheimer’s or dementia. Essentially, this demographic consists of individuals aged approximately 40 to 50. This will be primarily targeting Gen X individuals. It seems that income level ranges wildly between these individuals, between both caregiver and elderly individual. Education, too, varies wildly, but I found in the case of most of the people I talked to that the person assuming the caregiver role was the child of the elderly individual and they were typically more financially stable and held a bachelor’s degree or higher. That being said, I believe the audience I interviewed was not a sample of folks that represents the ideal target demographic equally. For the sake of this assignment, though, I will gear my design toward my early adopters, specifically. Most of the folks I interviewed had a work background in business and business management. Many of these folks, being 40 to 50, are at an advanced position in their career fields. Their needs, goals, interests, etc. revolve around acting as a caregiver to their elderly parent(s). This means that when they are away from home, it would be very beneficial to them for my application to do a number of things:

* Track the person they are caring for
* Track appointments for the person they are caring for
* Ensure any potentially hazardous device (ovens, showers, etc.) are able to be timed/restricted
* Alert the caregiver to specific violations of above restrictions/locations/missed appointments

These users will be engaging on their mobile device. With the idea of versatility and portability being crucial for this application, it wouldn’t make sense for the user engagement to take place anywhere else. Since nearly everyone nowadays has a phone, this is the obvious answer for the device/medium of interaction. Users engage on the mobile application by entering appointment information and setting restrictions/timers/etc. for certain devices and locations. When any of these conditions are violated, the user is notified on their device. They will likely not spend much time on the app, outside of occasionally checking in on their elderly individual to check location or appointment times. Most of the people I interviewed were concerned with knowing what type of physical devices they would need to purchase to set restrictions and track locations for things. Additionally, they were interested in knowing the price of the application and if there would be a subscription fee. They were also interested in knowing if features to contact emergency personnel would be able to be added to the application. My user groups will likely be using their applications from work, out running errands, and even as a supplement to their job equipment.

**Personas**