

Susie

School Teacher



ABOUT

- ⌚ Age 35-45
- 💵 \$50-75K
- 💻 Low tech experience

PAIN POINTS

- Busy schedule as a school teacher.
- Only wants to know when dad misses a dose.
- Minimal tech experience, but has children who can help.

MOTIVATION

Wants to make sure her Father Bob takes his medication on time but calling him every day is stressful for her as she is busy with other tasks.

CORE NEEDS

- Timely reminders.
- Native IOS application.
- Reduce number of calls to Father.
- An app that is simple and easy to use.
(e.g. Apple Alarm)
- Prefers application design with one-time setup.

Bob

Old Man



ABOUT

- ⌚ Age 65+
- 💵 \$50-75K
- 💻 Low tech experience

PAIN POINTS

- Does not think that he needs to be reminded.
- Thinks his daughter is too worried about him and calls too often.

MOTIVATION

Motivated to eliminate the need for his daughter to check in on him.

CORE NEEDS

- Timely reminders.
- Native IOS application.
- Reduce number of calls received from daughter
- An app that is simple and easy to use.
(e.g. Apple Alarm)

Dr. Wheeler

Medical Doctor



ABOUT

- ⌚ Age 45-65
- 💵 \$250-275K
- 💻 Moderate tech experience

PAIN POINTS

- Does not want to be notified unless a critical number of doses has been missed. (e.g. Emergency)

MOTIVATION

Wants to ensure his patients are not missing critical doses of medication.

CORE NEEDS

- No direct contact.
- Native IOS application.
- Web app for staff.
- Reduce number missed doses.
- An app that is simple and easy to use.
(e.g. Apple Alarm)