Persona Model for Pool 3

Doug



Personal Information

* Married and in his late thirties with three young kids
* Works as an accountant with an income of about $80,000 per year
* Owns his own home in the suburbs
* Attempts to exercise and live a healthy lifestyle, but his kids are his first priority and he can’t always make the time to work out and cook healthy meals
* Has a few minor medical conditions but he doesn’t always take his medications
* Doug’s clients are very important to him and sometimes he works long hours to make them happy

Doug’s Goals

* Living a long, healthy life where he’s able to spend time and engage in fun activities with not only his children, but his grandchildren when he has them.
* He doesn’t want to be taking medications forever, and if he does he wants his regimen to be easily manageable and not interfere with his day-to-day life.
* Doug wants to make his health more of a priority and wants to better understand exactly what his medications do, potential side effects, and drug interactions so that he knows what to expect when taking his medications and adverse effects to watch out for.