Persona Model for Pool 3

James



Personal Information

* James is in his late sixties wheelchair and lives in a nursing home
* He is on Medicaid and doesn’t have any income or savings, with his children paying for his care.
* Chronic rheumatoid arthritis has caused him to go blind and affects his ability to walk, so he must use a wheelchair
* In addition to the chronic rheumatoid arthritis, he has several other medical conditions which affect his health and sees multiple physicians, and takes many medications
* He utilizes family members as well as Apple’s Siri to interact with technology

James’ Goals

* James has many medications that he takes on a daily basis administered by his care team, and he wants to know what they all do and what side effects he might experience.
* Because James is blind, he needs assistance from Siri to access the information or the ability to phone an operator to help him when his family members aren’t available to assist.
* He also wants information that is unbiased and easy to access about his medications and potential alternatives that he could ask his doctor about.