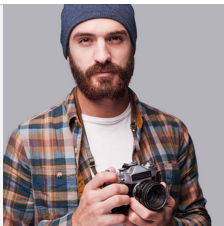



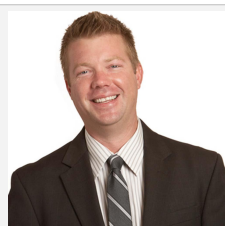
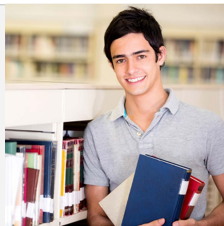


PharmaQuery Personas

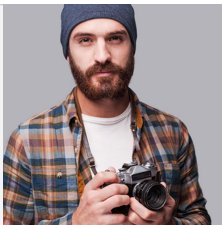




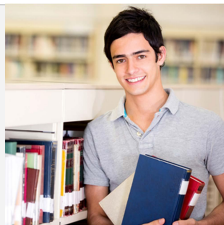
PharmaQuery Personas

Persona Chart: Pharmaceutical Database App (Open FDA RFQ)

	Site Users					
	Journalist	Pharmacist	Concerned Father	Family Physician	Research Assistant	Student
	"I like to make sure that we're all well informed of what goes into our bodies"	"I wouldn't want one of my customers to have a reaction by mixing their medications"	"I need to know what is in my son's allergy drugs"	"I need regular updates on discontinued drugs"	"The latest drug is out, but what is in it?"	"I need more information on perscription drugs for my research paper."
						
Name	Alex	Jenna	Dan	Dr. Criswell	Paul	Pat
Age	35	32	37	64	28	20
Personal Life	Alex is a full time journalist and reporter. He is single, lives by himself in the city and exercises regularly. He's in good health and exercises often to balance hours in from of a computer screen. He takes an interest in health information after the death of a close relative.	Jenna is single and living in her own purchased townhome in a typical suburban community. She's seen the effects of drugs and food firsthand in her patients and her studies. She's aware of her health and regularly rides long distances on her road bike and yoga when she gets up.	Dan is married with a young son. He likes to cook and sometimes ventures out for dance lessons. His son suffers from constant allergies and can get inhibited being outdoors... so Dan tends to spend most of his time indoors.	Dr. Criswell is married with two grown children, and ready to retire in 2 years. He runs at least 3-4 times a week to maintain good health.	Paul lives by himself in one of his coworker's basement-converted-apartment. He is a bit heavysset and tends to eat out and socialize with his coworkers.	Pat is a full time college student studying to become a psychiatrist. Pat is single, and lives with two roomates in off campus housing close to his school. Pat stays active by participating on an intramural lacross team. Pat has chosen this field of study because he would like to help young teens through rough times-- similar to his teenage years. He also has an interest on how SSRIs and SNRIs work on the brains of people with mental illnesses.
Work Life	He works full time blogging for a health related website producing articles on the latest healthcare information. He's got an interest in keep the public in the know so that he can prevent his experiences from happening to others.	She drives to work at a downtown pharmacy from Tuesday to Saturday, nights and is handsomely compensated for her inconvenient shift. She has a good relationship with her customers and often goes the extra mile to provide information about their prescriptions.	He sits in front of his computer for 9 to 11 hours a day at his job. He is constantly innundated with information so he likes to do a lot of reading and research on the various topics that pass his screen.	He is a full time family doctor with over 20 years of experience, and is favored by his staffs and patients.	He is a recent graduate from Washington University with a Medical and Research Technology degree. He stayed on with his school and supports the lead by conducting literature reviews, collecting and anlayzing data, and preparing materials for submission to funding grantors.	Pat is a waiter at a high end restaurant. He makes enough to pay rent, pay for textbooks, save, and have an occasional night out.
Computer Experience	He is computer savvy at a content editing and authorship level. He is able to fairly quickly identify research content on the internet but doesn't know anything about webpage code or styling internals. If his computer needs servicing, he takes it to the Genius Bar.	She is fairly disconnected from technology outside of medical compliance and recordkeeping software at work, and mobile apps. She has a computer but largely uses it for digital scrapbooking, invitations, and thank you notes.	He is a web application developer with deep technical knowledge.	He has basic computer knowledge, and often uses the computer to send and receive emails.	He is proficient with word processors and internet search methods. He spend most of his time productively using orgaizational tools and would be considered a super-user.	Being a child of the technology age, Pat is very familiar with microsoft applications, the internet, and various social media websites.

PharmaQuery Personas

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Senario	Alex is writing an article about the link between Walking Corpse Disorder, depression and a common sleeping aid. He's noticing some unusal reported side-effects and needs to find out what is in the sleep drug.	Jenna is filling a new cough medicine prescription for Eli, a 67 year old vet. She's concerned because he has various other prescriptions for his heart and his diabetes.	Dan's son couldn't catch his breath and started complaining about a headache after using an inhalor for his grass allergies. Dan was very worried about the inhalor contents and the paperwork's ingrediant list was in such a small text size that he resorts to looking on the internet for his answers.	Dr. Criswell is writing a prescription for his patient, but couldn't remember the name of the latest drug that he wanted to give his patient. He decides to just prescribe an older drug that he's familiar with. He receives a call from the pharmacist just to find out that the older drug that he prescribed actually has been discontinued due to change of ingredients in the med.	Paul's team just received a grant for collecting research about a new weight-loss drug. It seems to have no side-effects and maybe a little too good to be true. So while he searches for studies done with this particular drug, he needs to compile a list of its ingredients and contrast them to other known weight-loss drugs and their side effects.	Pat needs to write a 10-15 page research paper on various perscription drugs used to treat mental illnesses.
Website Goal	He needs to see a list of ingredients for that particular drug.	She needs to see a comparison of drug ingredients, and the drug interactions.	He needs to see a list of ingredients for that particular drug.	He needs to see a list of discontinued drugs with replacements.	He needs to see a list of ingredients for that particular drug and the other current drugs on the market.	He needs details on active ingredients within different pills