



Anna

SHORT NAME
ANN

IMAGE



AGE

27

OCCUPATION

Pharmacist

STATUS

In a relationship

EDUCATION

Bachelor in
Pharmaceutical
Sciences

QUOTE

"This medicine will
help you with that
problem!"

BACKGROUND

Ana works in the pharmacy and knows technology just well enough to get by in her daily life. In her area of expertise, she has a good understanding of the medicines available and for what they should be used for.

HANDINESS WITH TECHNOLOGIES

Very bad

Very good

MOTIVATIONS

- ▶ Sell medicine
- ▶ Be fast and efficient on her work
- ▶ Less work

FRUSTRATIONS

- ▶ Difficulty to use technologies when errors occur
- ▶ Difficulty to manage her work when there are many clients at the same time

GOALS

- ▶ Provide a useful help to the clients

A DAY IN THE LIFE

Ana wakes up early to go to work and has a 9-5 work schedule. Before heading home after work, she goes to the gym, does groceries or hangs out with friends. At home, she does her share of home duties and has dinner with her boyfriend.