



**Anthony**

SHORT NAME  
**ANT**

#### IMAGE



#### AGE

72

#### OCCUPATION

Retired

#### STATUS

Widower

#### EDUCATION

5th grade

#### QUOTE

"This thing never works!"

#### BACKGROUND

Anthony is a retired man that lives alone along with his 7 cats. He rarely goes outside for a long time because he's always sick and needs to be careful with his health.

He hates everything that involves medication: buying, taking it and keep track of what and when to take. His family lives far away and can't help him with daily chores or simple tasks that require their help.

#### HANDINESS WITH TECHNOLOGIES

Very bad

Very good

#### MOTIVATIONS

- ▶ Waste less time when going to the pharmacy.
- ▶ Because of his age and hard life that he led, Anthony needs medicine for his back pain, high blood pressure, cholesterol management, hearing loss and digestive issues, which he can find in a pharmacy.

#### FRUSTRATIONS

- ▶ Doesn't understand anything about technology.
- ▶ Has difficulties to adapt to something new that changes his routine or understanding.

#### GOALS

- ▶ To live a quiet life without having the hassle to always manage medication.

#### A DAY IN THE LIFE

Anthony is an early bird who prefers to do his daily tasks in the morning, such as collecting the pension or going to the pharmacy. Breakfast is usually the time he takes most of his medicine. After completing his morning tasks, he spends the entire afternoon at home watching TV with his cats. He goes to sleep at 8:30PM.