



Bill

SHORT NAME
BIL

IMAGE



AGE

35

OCCUPATION

Tech manager

STATUS

Married

EDUCATION

Master's in Computer
Science

QUOTE

"A goal is a dream
with a deadline."

BACKGROUND

Bill is a technology enthusiast and is very successful in his field. He loves reading about new technology trends and modern services. He's always ready to try new things and very easily adapts to anything that comes in his way.

HANDINESS WITH TECHNOLOGIES

Very bad

Very good

MOTIVATIONS

- Need for convenience.
- Love of modern technology.
- His busy work sometimes leads him to have several health problems, such as migraines, headaches, stress, anxiety, muscle pain, eye problems and sleep issues. He needs a pharmacy to provide him with the right medicine without impacting the time he has in his busy life.

FRUSTRATIONS

- Difficulty to manage his medication without a modern pharmacy service.
- Hates to wait in long lines at the pharmacy.

GOALS

- Be able to quickly and easily get his prescriptions filled.

A DAY IN THE LIFE

Bill wakes up very early to be at his workplace at

8AM. Spends the majority of the day in meetings and managing company projects. Only has 1 hour for lunch, which he also uses to complete other small tasks, such as going to the pharmacy. He leaves at 6PM to go get his kids to kindergarten before heading home to help out his wife with chores. After dinner, he spends the rest of the night on his personal office catching up with the latest tech developments.