

**Name:** Liz

**Age:** 41

**Education:** Bachelor in Social Sciences

**Employment:** Works as a Headhunter Agency

**Personal Interests:** Health and fitness, and spending time with her two children, Ellie and Max.

**Technical Skills:** Technology-aware. Liz has a Facebook Account, and uses her SmartPhone frequently for making purchases online, organizing household responsibilities, and banking.

**Attributes:**

- Technologically adept
- Experience with Social Media and other Online Outlets
- Likes to Blog about her family

**User Needs:** Liz is a very busy working mother of two. Liz works for a head hunter agency which means she is talking with different people every day. She does a lot of networking events and is constantly making new contacts for work. Liz is also a gym rat. She exercises in the mornings before her household wakes up. Her child, Max, has ADHD and Asthma. Liz needs to make sure the meds he takes are safe and don't have any side effects or impacts with other over the counter medications he may need to take. Liz needs to know these medications are safe .

## Primary User 1



**Name:** Bob

**Age:** 64

**Education:** Masters in Engineering

**Employment:** VP of Engineering

**Personal Interests:** Classical Music and landscaping his bonsai trees and growing orchids.

**Technical Skills:** Bob has an Android Phone that he mostly uses for email purposes. He doesn't use Facebook but has a LinkedIn account. He uses online resources sparingly and prefers to keep his information offline as much as possible.

**Attributes:** - Technologically aware and very conscious about privacy.  
- Is not a trend-setter

**User Needs:** Bob is a very busy executive with a demanding job that requires long hours. Bob is a very private person and flies under the radar most of the time. He isn't married. Bob enjoys gardening and spending his time reading. He has an aging mother who recently started needing the assistance of an in-home nurse. Bob's mother is on several medications and he wants to track the information and make sure she is taking the correct amount. Bob feels like he is able to contribute to her care and overall well-being by understanding the medications she's on, and learning about them.

## Secondary User 2

