

Eliza Paige

age: 27

residence: Auburn, Alabama

education: High School Diploma

occupation: Baby-sitting

marital status: Single with 1 kid

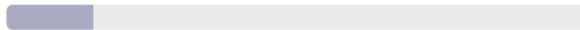


"I am going solo!"

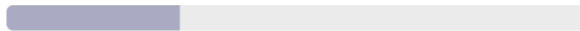
A woman who never went to college and has one daughter. She does not want anybody to interfere with her life and is extremely independent. She doesn't currently work full time but she spends most of her time at other people's houses, babysitting their kids.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

An easy to use interface

Needs

- Something that looks appealing for someone with a short attention span

Values

- A trustable website/app

Wants

- Pink and black color scheme

Fears

- Dying in her sleep
- Cockroaches



Prince O'Hara

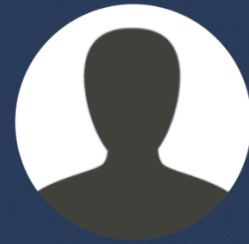
age: 21

residence: New York

education: Masters Degree

occupation: Cars Salesman

marital status: Married



A quote from to help define their voice and personality.

Prince O'Hara is 21 year old cars salesman who is constantly working. Although he makes a lot money selling cars, he is constantly feeling under the weather. He is constantly feeling sick since he spends most of his time selling cars to afford his apartment in New York.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Able to track any type of quantitative data
- Able to enter any symptoms
- Able to determine type of sickness/condition
- Able to determine how to treat sickness/condition

Values

- Confidence
- Honesty
- Accuracy
- Health

Criteria For Success:

This specific medical app should be able to instruct Prince about said medicine, where to get it, and how he should use it. Also, should be able to track any quantitative data.

Wants

- Able to live-interact with doctor/expert
- Able to track all type of quantitative health data
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Fears

- Security on sensitive information
- Inaccurate information about the medicine
- Security of network connection

Mikhail Notaf

age: 16

residence: Anchorage, Alaska

education:

occupation:

marital status:



He likes to spend his time by exploring nature and creating tools/items during the day and spending time doing various things on his computer at night.

Comfort With Technology

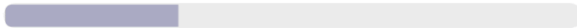
INTERNET



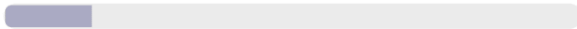
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- A way to get his needed medication to his location
- Access to more uncommon/specific medication

Values

- Making the most of the time in each day
- Having goals
- Having a plan

Criteria For Success:

Proving his father wrong

Establishing more certainty for the future

Wants

- Creating a valued product
- Connections with others outside of his hometown

Fears

- Going to sleep at night
- Making costly mistakes

Abby White

age: 18

residence: Rhode Island

education: Undergraduate College

occupation: Baby sitter

marital status: Single



"I want to be more independent"

A college student that is trying to be independent while away from home. She is confused on how to handle her minor medical issues. She does not want to call her parents at home everytime she has a headache, asking which medication to take, and how much. The internet is overwhelming for her to navigate.

Comfort With Technology

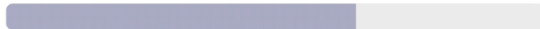
INTERNET



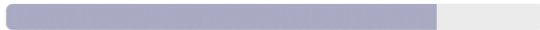
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

She needs an easy to navigate app
Interaction that feels personal

Needs

- She needs a clear answer guiding her to a medication
- She needs quick answers

Wants

- A real doctor to communicate with if she has personal question
- A silent vibration for the notification