

Secondary User Persona: Alice



Persona 1
Alice

Key Attribute

- 79 Years old
- Lives in a suburban home
- Recently diagnosed with Diabetes
- Unsure about new medication instructions

Short Description

Alice is a 79-year-old lady living in a GTA suburb. She was recently diagnosed with Type 2 Diabetes and has been prescribed a lot of new medication. She is weary of all the medication and wants to ensure she is taking them correctly. She's not very tech savvy and prefers to talk to pharmacists about her medications when she picks them up.

Needs

Alice needs reassurance about medication instructions and finds comfort in talking to pharmacists in person and over the phone.

Challenges

Alice finds calling her local pharmacy convenient but the long wait times make it very difficult to get on the phone. This is a source of anxiety for her and forces her to visit the pharmacy in person to ask her questions several times a week. She finds that she must still wait in line to talk to a pharmacist but at least she knows she'll eventually be able to talk to someone.

Opportunities

Alice wishes she could easily contact her local pharmacy over the phone and in person without waiting as long. Optimizing the prescription pickup and creating multiple channels for prescription pickups can help elevate wait times in person and by extension allow pharmacists to answer phone calls more often.