

Secondary User Persona: Micky



Persona 1
Micky

Key Attribute

- 8 Years old
- Busy Parents
- Has chronic medication
- Wants to spend more time in evenings with parents

Short Description

Micky is an 8 year with a knack for adventure and a chronic illness. He requires bi-weekly medication to be taken a specified interval every day. Micky's parents are busy people who try their best to spend quality time with their son. They live in an apartment complex so prescription delivery is tedious and risky, his parents rather pick up the medication themselves.

Needs

Micky knows his parents are very busy, he's too young to get his medication by himself and knows picking up his prescriptions can be demanding on his parent's schedule.

Challenges

Micky sometimes feels guilty when his parents come home so late after work with his prescriptions and they don't have the time or energy to spend and play with him. Micky wishes his medications didn't put such a burden on his parent's time and would love to spend more time with them. When he sees his parents get home tired with his prescriptions he knows they were waiting for a long time to pick it up and he doesn't ask to play with them because he knows they are tired.

Opportunities

There are opportunities to free up time in his parent's schedule by making the pickup process more seamless. This would enable more free time and energy for Micky's parents to spend with their son. In addition, it would alleviate mental stress and allow for their schedule to be more flexible and not feel the burden of needing to allocate 20-30 minutes after work to pick up prescriptions.