

1° PRIMARY
Project must address all goals expressed by this individual

\$ ECONOMY
Users in this cluster focus on economy of time and effort

f3 OVERVIEW
Female, 35, 4 children. Mild system use: family allergies and perinatal.

\$ PRIORITIES
Cost-centric, weighs quality of service based on skill & personality



SANDI JORGENSEN

“I want the most bang for my buck. Same goes for my time; if its hard to figure out, I’ll let my husband deal with it.”

BACKGROUND

- 35-year-old, married woman
- Has four children, ages 12, 10, 6 and >1
- Received a BS in History at Oregon State
- Teaches part time at a middle school
- Schedule filled with children’s music lessons and sport activities

TECHNOLOGY

- Beginning internet user, has DSL connection
- Is interested in internet as a way for her to keep on top of things.
- Oldest daughter is her resource for “computer stuff”

ATTRIBUTES

- Middle age
- Female
- Schedule filled
- Less experienced with computers and internet
- Moderately familiar with healthcare

“Just a second, Christie, could you please help your brother?” Smiling, Sandi turns back to the conversation, “Now where was I...”

Originally raised in Irvine, CA, Sandi moved to West Jordan, UT, 2 years ago when her husband found a new job.

They quickly made friends and rely heavily on their recommendations for restaurants, recreation, dentists, and doctors.

Her recent “quest” to find a doctor was a nightmare. She first called her insurance and received several suggestions. She then called the offices to ask the staff if the doctor “liked kids.” All said, “Yes.”

Several visits later, she was frustrated with the doctors’ bedside manners. While sharing this with one of her friends, they recommended their doctor. Sandi tried him and was impressed. She now consults with her friends on other choices as well.

Sandi’s schedule is her biggest

hassle. Juggling music lessons, soccer games, and school activities, Sandi puts more miles on their Town & Country than her husband does commuting.

To keep everything together, she has a whiteboard calendar in the kitchen on which everyone writes their activities. If it isn’t on the board, it doesn’t get done.

With the birth of their fourth child, Sandi’s schedule has changed. She stopped teaching full time, and now only substitutes occasionally. The down time during the school hours has allowed her to explore. Her most recent discovery, a new Gmail account and calendar.

Enthralled with the ability receive reminders of upcoming events, she is beginning to use it to keep track of events still months out. But not to worry, the whiteboard is still king.

NEEDS

- Ease-of-use; simplicity
- Non-technical, non-healthcare language
- Scheduling
- Reminders
- Brief learning tools
- Help transitioning from ambiguous questions to actions
- Help with occasional medical decisions

GOALS

- Go to doctor
- Get prescriptions
- Keep up on preventive medical and dental
- Stay on top of schedule
- Be aware of current findings in children’s health
- Be aware of allergy solutions, recipes

HEALTHCARE USE

- Ultrasounds and perinatal visits for infant
- Delivery at IMed
- Postnatal visits
- Diagnosis and treatment of allergies in children
- Frequent purchase of prescriptions (incl. non)
- Dentist appointments (6 mos.)
- Vaccinations

FRUSTRATIONS

- Too many appointments to juggle
- Uncoordinated appointments - too many visits
- Too much work to identify a doctor with good personality
- Surprisingly high medical bills

