Health Tracker :: Personas

Goal of this document is to define viable personas for Health Tracker, a mobile-phone-based application for tracking fertility.

Each persona includes a short biography and a use-case scenario. In the scenario, the persona is using the Health Tracker journaling system in their daily life.
Chrissy – Hip single mom to-be

Chrissy is a 32 year-old single woman. She is a book editor by day and enjoys reading, hiking and going out for dinner with friends and family on her time off. She also spends a lot of time with her sister Maggie and her 9 year-old daughter Rachel.

Chrissy recently switched cell-phone carriers and has a brand new fancy Nokia phone. She isn’t particularly tech savvy but thought if she got a better model it would last longer... and she hates having to move her information over from one phone to another.

Chrissy has always wanted to have her own children and longs to be a mother. Although she has had some long-term relationships she hasn’t found the right guy quite yet.

She decided about a year ago that she was going to have artificial insemination so she could start a family of her own. She has started working with a fertility expert and hopes to be pregnant in the next 9 months.

Chrissy has started working with a fertility expert and would like to get pregnant in the next 9 months.
Chrissy – Hip single mom to-be

Chrissy is working with a fertility expert but would like to have a more hands-on experience in becoming a mother. She recently did a Google search and has found a few software options that will help her track her fertility cycles so she will know more about her own body.

She has decided to download one to her personal computer to try it out. Chrissy is pretty happy with the software at first. She dutifully logs all of her information while she drinks her morning coffee.

She has some trouble when she travels to New York to meet with an author about his newest piece. She cannot bring her desktop computer with her, she decides to write her daily numbers into a notebook and enter them in when she gets home.

When Chrissy returns home a few weeks go by and she cannot find the time to input the data she took from her long weekend in New York. Eventually she forgets about it, until she looks at the summary for the past month and sees that almost an entire week is missing. She wishes she hadn’t missed those days.

**Chrissy would like to have a system that she can bring with her so she doesn’t miss taking a measurement when she is traveling without her desktop computer.**
Chrissy – Goes to New York (Scenario)

Chrissy has a business trip planned to go to New York City for three days. She is meeting with James Young, the author of a book she has been editing. She has also decided to spend a few days vacationing in the city, visiting a couple of friends who recently moved.

Chrissy is excited about her trip and is trying to fit all of her clothing in a single carry-on bag. As she packs her bag she remembers to bring her thermometer with her. She wants to be able to continue to track her fertility while she is vacationing.

6:00AM :: Alarm Rings

Chrissy wakes up startled “it is still dark outside”. She then sees her phone flashing with a new message. She picks it up, presses the center 5-way to open the alert and is prompted to open Health Tracker or Snooze.

Chrissy props herself up puts the thermometer in her mouth and waits for the digital beep to sound. As soon as she gets the reading she uses the number key pad on her phone to input her temperature (rounded to the nearest whole number)

Health Tracker thanks her for the reading, and tells her next scheduled reading will be tomorrow morning at 6:00AM, it asks her if that is when she is planning on getting up. Chrissy selects “No” on the interface, it is Saturday after all.
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The system brings up a screen allowing Chrissy to enter a new time, she selects “10:00AM”. Health Tracker then asks if she would like this to, repeat? Chrissy enters “No” and gets up out of bed heading for the bathroom to start the day.
Angelica: 22-year-old wanting to avoid pregnancy

Angelica is a 22-year old college senior. She is studying criminal justice and would like to be a detective when she graduates. She’s dating a psychology student named Mark that she met in one of her classes. She’s very concerned about staying in shape and works out every morning. For fun she goes to dance clubs on weekends or plays an occasional game of volleyball.

Angelica has been on birth control for the last 3 years and would like to stop taking “the pill” because of its possible side effects and her family history of strokes. She has her partner wear a condom, but knows that condoms are not 100% effective. She wants to investigate her body’s natural rhythms as an added protection. She doesn’t want to take chances with having a child or facing the decision of an abortion at her age.

Angelica remembers her aunt Mary used some body measurements . . . something about basal body temperature and graph paper to track when she was fertile. She looks on the Internet and reads about basal body temperature tracking, leutenizing hormone tests and examining cervical mucus. She decides that she wants to use leutenizing hormone tests when she estimates she may be close to ovulating. She also measures her basal body temperature every morning before getting out of bed as added confirmation of her body’s schedule.

Angelica feels about as comfortable with technology as many people her age and likes using a few common applications that she finds relevant to her social life and school routine. She has taken an introductory computer class at her school and knows how to use the Web and the Microsoft Office suite. She also checks her email on a daily basis and keeps some connections to friends through MySpace. She uses her mobile phone to record and check her schedule or to-do items, and loves updating her ring tone every couple of weeks to show she knows what is currently popular. She has decided to enter information about her temperature and leutenizing hormone (LH) tests into her phone since she always carries it or has it near her.
Angelica becomes more aware of her fertility (scenario)

Since Angelica has not tried to track ovulation before she wants to be sure that the information she believes about her own cycle is correct. She goes to the store to buy some LH strips since they will indicate when she is ovulating and she isn’t sure that the basal body temperature measurements are as accurate as the LH test. In the future she intends to use only temperature measurement along with careful tracking of timing. For now she wants to be sure she doesn’t miss anything this first time around. She downloads the Health Tracker software to her phone from a web site and opens it up to see what it does.

It first asks her what methods she will be using to track her fertility. She indicates “basal body temperature” and “LH test” before continuing. It asks her the average menstrual cycle length she has noted in the past. She enters 30 days and indicates that she’s on day 2 of her cycle right now. She also indicates that her cycle is “fairly regular” when asked about its regularity by Health Tracker. It recommends that she set a weekly schedule of alarms for entering her basal body temperature. She selects “Yes.”

Health Tracker tells her that she can set an alarm for each day of the week. It explains that it is useful to set a “wakeup alarm” on days that she normally needs to wake up at a set time. It suggests entering a “reminder alarm” for a later time on days in which her wakeup time is variable and is not set by an alarm. She sets wakeup alarms for 7:00 AM on Monday and Wednesday, and for 8:00 AM on Tuesday and Thursday. On Friday, she sets a reminder alarm for 9:30 AM since she does not have class that day, but knows she’ll be awake by 9:30. On this day, she selects the option for “reminder alarm” since she knows it won’t wake her, but simply remind her. Similarly, on Saturday and Sunday, she sets a reminder alarm for noon since she often sleeps late after going out the night before. Health Tracker simply prompts her for each day of the week, in order, and defaults to the information entered for the previous day until she changes it.

After entering the information, Angelica notices that the program on the phone shows her an icon indicating that she is probably not very fertile right now. She goes about her day.

The next day, a Thursday, she is woken at 8 AM by the alarm on her phone. She had placed it and a thermometer near her bed the night before. She turns its alarm off, activates the electronic thermometer and sticks it in her mouth to measure her temperature. After a minute or two the thermometer beeps to indicate it has sensed her temperature. She looks at the phone and enters 97.9 on the dialog appearing on the phone asking for her temperature. She notices that the icon still indicates she is not fertile right now and that she is at day 3 in her cycle.

That night, she again places the phone and thermometer near her bed. She wakes up spontaneously the next morning (Friday) at 8:45. She looks next to her bed and takes her temperature again as soon as she wakes. It says her temperature is 98 degrees. She grabs her phone and notices a message that indicates she should enter her temperature. She clicks the “OK” soft button and is taken to the screen to enter her temperature. She enters it. The alarm does not go off at 9:30. She figures it must have known she had already entered the information so it didn’t remind her. It is now day 4 in her cycle and the icon indicates she is not fertile right now.
Angelica becomes more aware of her fertility (scenario continued)

Friday night Angelica goes dancing. She does not get home until 4 am (Saturday morning). She sleeps until 10:30 am when she is woken by music coming from the neighbor living in the upstairs apartment. She’s annoyed, but remembers to grab the thermometer and measure her temperature as she wakes up and is becoming less groggy. It is 98-degrees again. She runs to the bathroom since she needs to go to the bathroom. After using the bathroom she continues to get ready, eat breakfast and other things and forgets to record her temperature. At noon she hears her mobile phone beeping and runs into her bedroom to get it. It shows a reminder alarm and asks her to enter her information. She turns the alarm off and enters her reading of 98 degrees that she had obtained.

Angelica continues taking her temperature every morning but on day 13 she notices the predicted fertility icon changes on her phone to show she might be more fertile now. She understands that she’d want to be extra careful if she had intercourse during the next 10 days or so. On day 14, her phone leaves her a message indicating that she should do a LH test that day. It asks her if she would like to be reminded to take the test later in the day between 10:00 AM and 3:00 PM. She says yes and selects a reminder time of 12:30 PM when she knows she’ll be at home for lunch.

Near lunch time the phone beeps to remind Angelica to take the LH test. She selects “snooze” to dismiss the alert for 20 minutes since she is eating. At 12:50, it reminds her again and she gets her home ovulation test and goes to the bathroom. She urinates on the stick as instructed, and sets it aside for 5-10 minutes to wait to see what the results are. They show that she is not ovulating that day since colored strip on the stick is lighter than the reference strip. She records the negative ovulation result into the Health Tracker software on her phone.

Angelica continues to test her LH level in addition to her basal body temperature for the next few days. On day 16 she finds that her LH strip shows that she is ovulating. She’s interested in the result, but didn’t note a rise in her temperature that morning. On the next morning (day 17) she notices and records that her basal body temperature shows 98.7 degrees Fahrenheit! It’s significantly higher than her usual basal body temperature of around 98 degrees. The software tells her that her temperature has risen slightly and additionally confirms her ovulation results that she obtained from the LH strip the day before.

She continues to use Health Tracker and it shows possible, though decreasing, fertility through day 23. She feels she has a pretty good idea of her cycle, but uses Health Tracker to remind her and help estimate her fertility cycle during the next cycle. She changes the options for the next cycle to only prompt her for temperature. Her temperature again rises on day 17 of this new cycle. She had been more careful about intercourse with her boyfriend for 3 days before her temperature rose since she saw the increased fertility predictions in Health Tracker during that time.

She found using health tracker convenient but isn’t sure if she needs to continue using it since she seems to be ovulating fairly consistently on day 16 of her menstrual cycle.
Andy and Simone are in their late 20s and have been married for a year. Andy is a general contractor, having passed his contractor’s licensing exam last year. Simone is an office manager at a landscape architecture company. They rent a house in Vacaville, California, a middle-class suburb about an hour northeast of San Francisco. They are in the process of saving money for a down payment on their own home. Even though housing prices are expensive, Andy’s business is really taking off. The real estate market is booming in their area, and that means lots of work for contractors.

Both Andy and Simone have pretty compulsive personalities, and like keep the world around them clean and organized. The inside of their house is spotless and their front and back lawns are neatly edged. Even their garage has everything in its place: extension cords are coiled and hang neatly on the walls; boxes labeled “Christmas Decorations” and “Camping Supplies” are stacked neatly in a corner.
The couple wants to have two kids, and is planning for pregnancy in the same way they plan everything else in their lives—carefully and precisely. It’s August now, and they hope to have their first child in the late spring. That way Simone won’t have to suffer through the summer months with a pregnant belly. The couple would also prefer to have a boy first (and a girl second).

Simone read that an effective way to plan your pregnancy is by carefully charting your ovulation using kits that you can buy at the drug store. She also read that if you know exactly when you’re ovulating, you can time intercourse such that your can favor either a boy or a girl.

Andy and Simone recently upgraded their wireless service with new, fancier mobile phones. They signed two-year agreements with their provider, which meant they got the phones for free. The new devices can do a lot more than their previous phones could. In fact, while browsing her provider’s site for “add-ons,” Simone saw an application called Health Tracker that would help her keep track of fertility information while she tried to get pregnant. “Perfect,” she thought. “That’ll help us plan everything.” She downloaded the application and has been using it for a month.
Andy & Simone – Successful conception (Scenario)

During the past month, Simone made entries in Health Tracker and followed the instructions in her ovulation predictor kit. Since her menstrual cycle had always averaged around 28 days, Health Tracker predicted that she would ovulate around day 14 of her cycle. On the day 13, her ovulation predictor measured an LH surge, meaning she was about to release an egg. She recorded this information in Health Tracker. Health Tracker alerted them that waiting until the next day to have sex would increase the odds of having a boy, so Simone and Andy waited until the next day.

Now it was two weeks later and she still hadn’t had her period yet. When she made her daily entry in Health Tracker, the application displayed an alert recommending that she take a pregnancy test, since the required number of days had passed since ovulation and intercourse. She opened the drawer in the bathroom where she kept all of her fertility supplies and pulled out the pregnancy test. She completed the test and sat down on the edge of her bed, staring at the circles where two lines would appear if she was pregnant. Slowly, two lines appeared. She screamed and immediately called Andy to tell him the news. After calling Andy, she switched back to Health Tracker and specified that the pregnancy test was positive. Health Tracker displayed a “Congratulations!” message, then asked whether Simone wanted to estimate the birth date. She entered “Yes.” Health Tracker displayed the date on the screen: May 24.
Josephina – Peri-menopausal woman

Josephina is 42 years old is a online retailer through eBay. She makes and sells custom handbags. She has a very supportive husband Reginald who works at the local high school as an algebra teacher.

Josephina has started to notice some changes in her body. Although in her appearance she has aged gracefully, she feels like her body is changing and wonders if she is going through menopause.

She has started to record her fertility as a start to figuring out how her body is changing. She downloaded some software to her computer to help do the math, and create excel graphs she could save.

Recently Josephina went to her doctor’s office and wished she could have brought the software with her to demonstrate, and relay information. She hadn’t thought about its credibility, and ‘checking the numbers’ to see if it was actually doing the calculations right. Her doctor was also interested in getting the additional information about her patient.

Josephina would like to have a way to bring her fertility information with her to her doctor’s office so they can discuss the information it provides.
Josephina has been looking for other new fertility software options. She finds Health Tracker and decides to download it and give it a try. She types the URL for the install file into her web browser. Her phone asks her if she is sure she wants to install the software, she replies “yes”.

After the software has installed Josephina opens the application and is greeted by the main menu. The first option on the screen is highlighted and says “Tell Health Tracker about Yourself”

The interface starts by asking Josephina if she would like to have a password for her Health Tracker data. Josephina decides it might be a good idea (she did loose a mobile phone before) and clicks “yes”. She then is taken to a password screen where she types her password and validates it. The confirms her password has been saved.

Health Tracker then asks her to enter her birth-date, and method(s) of fertility tracking: Urine-based LH tests, Basal body temperature monitoring, Cervical mucus test, Cervical positioning test, Saliva ‘ferning’ test. Josephina selects, “Basal body temperature monitoring”.

Health Tracker asks Josephina if she would like to see information about basal body temperature monitoring, she answers “not right now”.

Josephina – Configuring health tracker (Scenario)

Health Tracker then prompts her to setup the system for her first temperature reading, she answers “yes”. A popup box displays a text box requesting her to input the time she is planning on getting up the next morning. Josephina enters 8:00AM.

Health Tracker responds with a Thank You. Josephina closes her phone and sticks it back in her purse, happy to have the software to use.
Mark & Mindy – Couple Trying for a Second Child

Mark and Mindy are a married couple in their late 30s who live in the upscale community of La Jolla, California. They have one child, a five-year-old daughter named Jordan. They want to have a second. Mindy is 38 and not as fertile as she used to be. Mark and Mindy need to track Mindy’s ovulation so they can time their marital relations and maximize the chances that they will conceive. Mindy’s gynecologist recommended they try tracking ovulation for six months. If Mindy isn’t pregnant by then, they plan to see a fertility specialist about getting more help. Mark and Mindy are now late into month six of trying to get pregnant a second time.

Mark is a patent lawyer. During the work week, he commutes to his firm’s main office in downtown San Diego. Mindy is a stay-at-home mom. They live in a four-bedroom house. He drives a Land Rover and she drives a Volvo station wagon.

Both Mark and Mindy are technologically savvy. Mark performs a lot of research on his computer at work, looking up patents and patent cases. He has a Blackberry handheld for communicating with his coworkers, friends, and Mindy. Mindy spends a lot of time online researching kid-related subjects. She has a smart phone that she uses to call other mothers, keep a schedule of play dates, and send text messages to Mark. (With Mark’s busy job, it’s often easier to send him text message rather than call.)
Mark & Mindy – Couple Trying for a Second Child

Mindy volunteers at Jordan’s kindergarten once a week, helping the students out with reading. Sometimes she wonders if maybe she should’ve studied to become a teacher. (It’s not too late, she thinks.) This amuses her parents, who like to remind Mindy that in her 20s she didn’t think she would ever want kids. (Getting pregnant with Jordan was a surprise.)

Mark and Mindy’s sex life isn’t as active as it used to be with all the responsibilities and activities that parenthood entails. Mark works long hours; he’s trying to make partner at his firm. Mindy spends her days shuttling Jordan to and from school, soccer practice, tumbling lessons, and play dates with her friends. While Jordan is at school, Mindy runs errands and sometimes goes to the gym.

However, trying to have a second child has reinvigorated the romance in their relationship. Now sex is not just an activity to be enjoyed; there’s a greater purpose behind it. When tests show that Mindy is ovulating, she send a text message to Mark on her cell phone: “Eggs for dinner.” It’s their secret code.
The instructions on Mindy’s ovulation prediction kit say that she should perform a urine test between 10 a.m. and 8 p.m. She usually has a chance to take it right before she leaves to pick up Jordan from preschool at 2 p.m. At 1:30, Mindy grabs her smart phone off of the charger on the kitchen counter and heads to the bathroom off of their master bedroom. She retrieves one of the foil-wrapped testing kits from the box on the top of the bathroom cupboard. She turns on her Health Tracker and sees that, based on her menstrual cycle and past ovulations, today is when she is likely to test positive. She sets her phone down on the countertop next to the bathroom sink.

She unwraps the predictor, sits down on the toilet seat, and tests her urine. After that, she sets the used predictor down next to her cell phone and goes to check the mail while the result appears. (It takes about 10 minutes for the test to definitely read positive or negative.)

When she comes back to the bathroom, the ovulation predictor shows two dark pink lines, which signals positive. She records the positive result on Health Tracker. Health Tracker also allows her to forward the day’s result to Mark as a text message. She includes the note “Eggs for dinner” with the result.