


Personas

Since our target audience is the elderly and memory diminished, these personas reflect our target audience.

Basic information



Jaime Jones

Live. Love. Laugh!

- 67
- Retired
- Atlanta, GA
- Memory Diminished

Bio

Jaime Jones is an award-winning freelance writer who specializes in finance topics. With over forty years of experience, she has been published in the Wall Street Journal, the New York Times and numerous trade journals, including the Harvard Business Review. She has also appeared as a financial expert on The Today Show and Good Morning, America. Jaime enjoys bringing sensible budgeting tips to people of all income levels. She currently lives in Atlanta, Georgia. She has been retired for 7 years.

Personality

Trait 1	Trait 2
Introvert	Extrovert
Analytical	Creative
Busy	Time rich
Messy	Organized
Independent	Team player
Passive	Active
Safe	Risky

Basic information



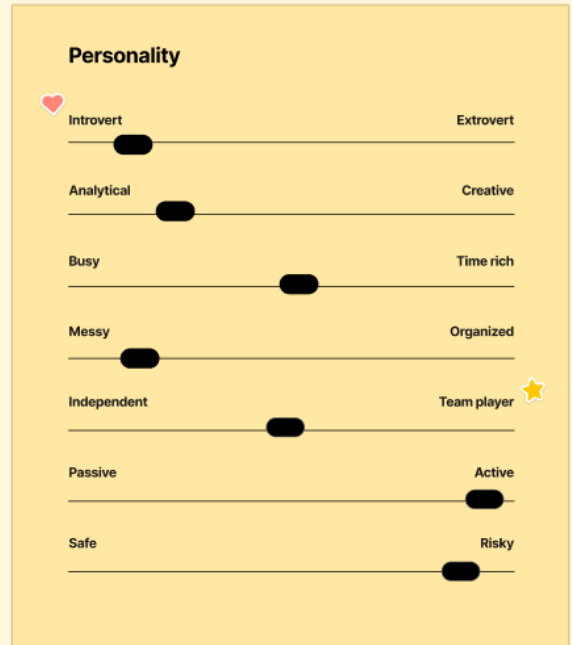
Alex Drysdale

Travelling is my home!

- 78
- Retired
- Atlanta, GA

Bio

My name is Alex Drysdale and I was a Senior Web Developer for Oswald Technologies. I am an accomplished coder and programmer, and I enjoy using my skills to contribute to the exciting technological advances that happen every day at Oswald Tech. I graduated from the California Institute of Technology in 1970 with a bachelor's degree in software development. I retired in 2010.



Basic information



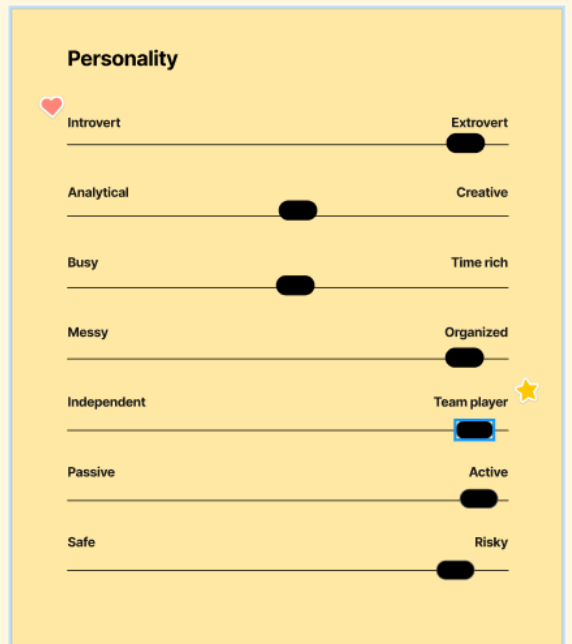
Mary Jones

Traveling is my home!

- 78
- Retired
- Atlanta, GA

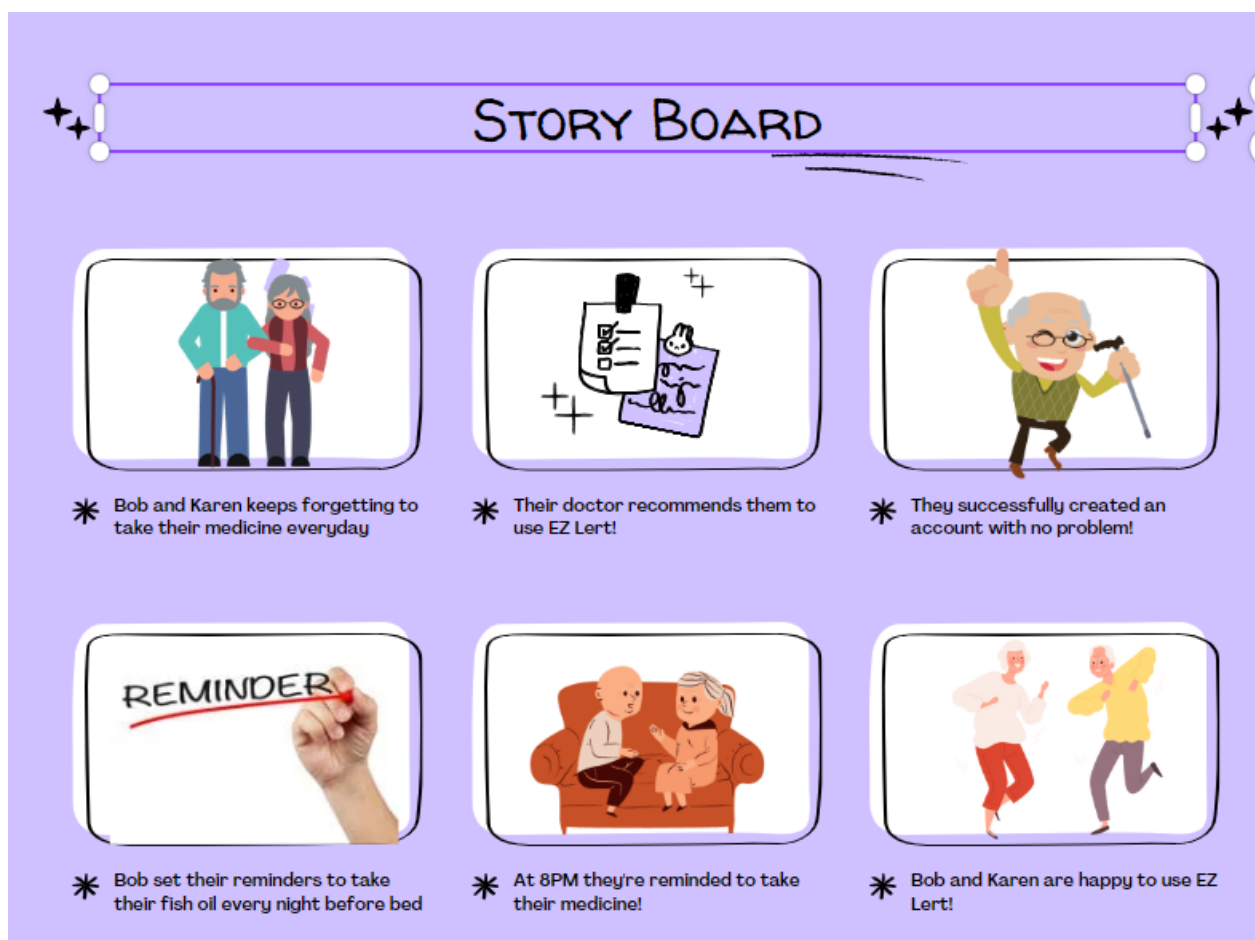
Bio

I was an Administrative Assistant for 45 years with a Fortune 500 company. I specialized in administrative technology and is responsible for educating other employees on using progressive systems and applications, including accounting software, mass communication procedures and organizational apps. Mary is inspired daily by her husband and their two daughters and eight grand babies. In her free time, Mary likes to travel, crochet and play video games with her grandson.



Storyboards

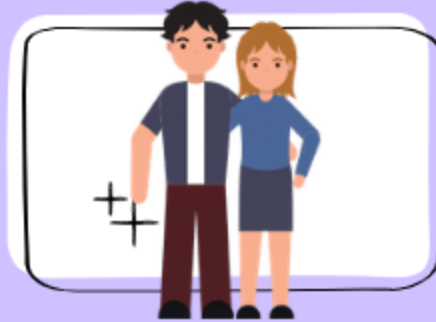
These storyboards were designed to show who our target audience is and how easy the setup process is. This website is not just for the use of the patient but a family member can help set up these reminders for their loved ones. EZ Lert is an easy to use system for anyone regardless of age or class.



STORY BOARD



* John wants to use EZ Lert for his grandpa



* John and his wife wants to set a reminder for his dad's doctors appointment this Thursday



* John set his dad's reminder



* John's dad made it to his doctors appointment on time!