

# Margaret Marin

65 years old - retired

**Medical Condition:** High blood pressure, slight memory loss, poor vision

Margaret Marin, a mother of two, lives in Kelowna by herself following the death of her husband a year ago. Unwilling to leave her childhood home behind, Margaret decided to live alone as her son and daughter relocated to Toronto and Czech Republic. Margaret has had hypertension since her 50s, due to which she regularly has to take pills. She used to rely on her husband to take care of her medical needs and remind her to take her medications, but now, she's getting very careless and forgetful.

## Skills & Expertise:

- Low to medium
- Can only make calls, take photos, and check facebook on phone
- Requires technical support for complex tasks

## End Goals:

- Send feedback to her son Robert
- Reduce her own and her son's stress and worry
- Accurately track her health data

## Experience Goals:

- Easily find what she is looking for
- Not feel overwhelmed by the functionality
- Not have to spend a lot of time actively using the app

## Life Goals:

- Improve connection with her son and his family
- Improve and maintain good health status
- Be aware of own health and potential risks
- Not feel alone



# Robert Marin

39 years old - Product Manager for Indigo Books & Music

## Medical Condition: Nearsightedness

Robert Marin lives and works in Toronto with his family. His mother, Margaret, is living alone on the other side of the country. Robert worries about his mother's mental and physical health since she's alone following his father's death a year ago. Robert checks in with his mother every now and then but not as often as he would like. He wishes he could care for and connect with her despite being away and keep track of her health. For this reason, Robert decided to get Medilog so he could constantly be aware of his mother's medical needs and health status.

## Skills & Expertise:

- Medium-high
- Comfortable with using both Apple and Android devices
- Kids help him understand modern technology and slang

## End Goals:

- Receive accurate report of mother's health status
- Easily organize all medical records and information for future reference

## Experience Goals:

- Have all functions necessary to properly stay updated on his mother's health

## Life Goals:

- Provide care and support to his mother
- Keep mother safe and healthy
- Reduce mother's loneliness

