



## Natalie Giaradino, 43 Competitive INS Conversion

*"My girls keep me on the go. The easier it is for me to control my symptoms, the better."*

### Background:

Natalie is from Grand Rapids, Michigan. She is married and the mother of two children. She works as a sales manager at Steelcase Office Furniture.



### Profile:

Natalie spends a lot of time outdoors, camping, canoeing and volunteering with her two young daughters in the Girl Scouts. Her job at Steelcase requires her to travel so she needs to be prepared for any climate. She frequently eats out and is busy with family activities so it's also important to her that her treatment regimen fits into her active life.

She uses her Nasonex nasal spray as needed but it doesn't seem to work as well as it used to. Her friends have shared their hints and tips with her but she's not sure what the right answer is, nor does she have the time or resources to search

for it. She's willing to try something new though, and it's on her "to do" list to schedule a visit with her doctor.

### Primary Goals:

Natalie goes online to Pollen.com to check the pollen forecast for Chicago, the location of her next sales meeting. An advertisement for a new nasal allergy medicine entices her to click through and learn about Allermist.



## DIMENSIONS OF USABILITY

### The 5 E's of online usability



### What Natalie needs for a good online experience:

**Engaging:** "I need this website to tell it like it is. Just straight-forward facts. If not, I'm out of here."

**Efficient:** "Anything that saves me time online is great — especially if it means I don't have to wait for my next doctor's visit. I'll sign up for savings and more info, if it will save me time, or money."

### Psychographics



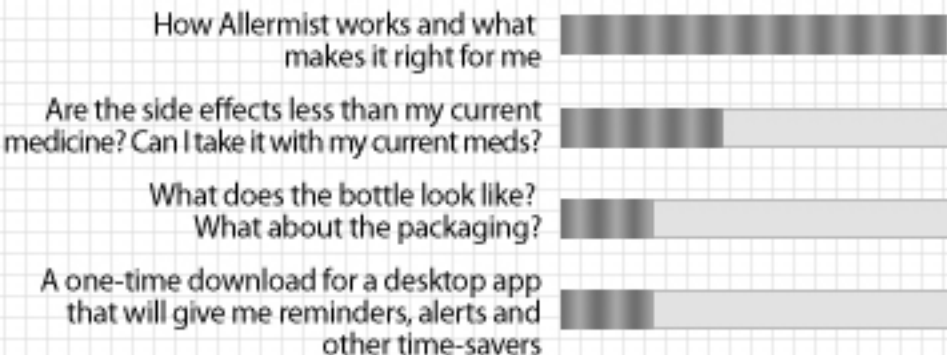
### Technographics

**Connection speed:** High-speed  
**Platform:** Windows ME  
**Devices:** Smart phone, wireless network at home

### Search style: Navigator



### Content and features of interest





## Ernesto Posada, 35 Base Conversion

*"My job is demanding. I need a medicine that will help me keep up, no matter the time of year."*

### Background:

Ernie has just moved to Las Vegas from Orlando, Florida. He works as a manager at an upscale restaurant. He is single and has no children.



### Profile:

Ernie manages La Paella, an upscale restaurant in Orlando, Florida. A deal has just been made to open a location in Las Vegas and Ernie has agreed to move out there to lead the effort. A severe year-round sufferer, Ernie hopes the dryer climate will improve his runny nose, sneezing, nasal congestion and red, watery eyes.

Ernie is a member of AllergyRewards and takes his Flonase each morning before work. While he talks openly with his doctor about his symptoms, he still relies on his own treatment combinations to feel better during particularly rough times.

He hibernates at home because the owner doesn't like him helping customers when his symptoms aren't under control. This happens to Ernie at least once a season, if not more, and his work suffers because of it.

### Primary Goals:

Ernie remembers a recent mailing about his AllergyRewards membership he'd gotten before he moved. The mailing announced one new drug that would treat all of his nasal allergy symptoms. Being one who likes to try new things, Ernie types in the URL provided to learn more.



## DIMENSIONS OF USABILITY

### The 5 E's of online usability



### What Ernie needs for a good online experience:

**Easy to learn:** "I don't want to hunt around for the content I need on this site — I don't even have a prescription yet!"

**Effective:** "I want to be able to compare my current medicine [Flonase] with this new one, without having to skip around a lot of pages to do it."

### Psychographics



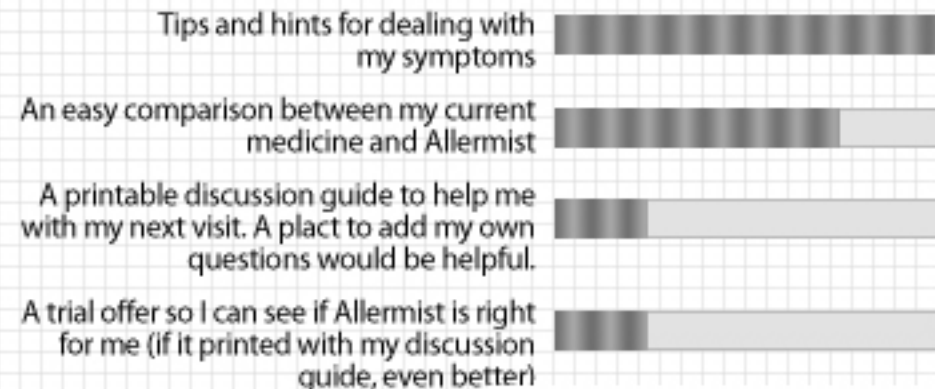
### Technographics

Connection speed: High-speed  
Platform: Mac  
Devices: Mobile phone, iPod

### Search style: Engaged participant



### Content and features of interest





## Mae Brown, 56 Undiagnosed Information Seeker

"I'll just make do with the medicine I can get at my local drug store."

### Background:

Mae lives in Louisville, Kentucky. She is married with one child and two grandchildren. She works part-time as a secretary at a local high school and volunteers at a soup kitchen downtown.



### Profile:

Mae has suffered from chronic sinus infections in the fall for the past couple of years. Not one to complain, she's quietly self-treated her symptoms with an OTC medicine she found at Walgreen's.

While out shopping the outlets with her family the day after Thanksgiving, her son Derek questions her about the medicine she takes with lunch. When pressed, she realizes she's taken medicine every year at this time, ever since her husband was diagnosed with prostate cancer three years ago.

This annual recurrence makes her suspect allergies but her son presses her to talk to her doctor about it. While Mae doesn't visit her doctor as often as she should, she does put a lot of trust in what he says. She plans to schedule a check up after the holidays.

### Primary Goals:

Mae would like to do some research online before her visit and asks her son Derek for help. Mae would have gone to iVillage or WebMD but Derek sits down with her and together they do a Google search on "sinus relief."



## DIMENSIONS OF USABILITY

### The 5 E's of online usability

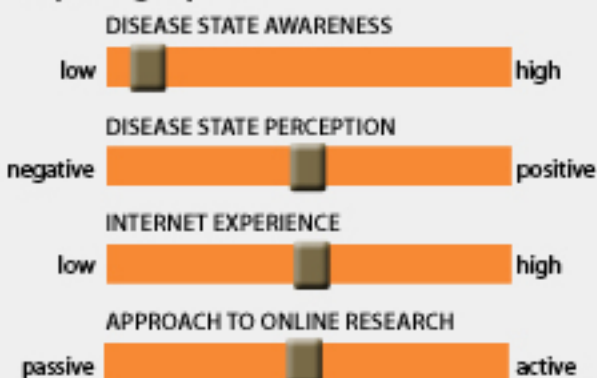


### What Mae needs for a good online experience:

**Engaging:** "Once I'm in the right place, I'll know it by looking at it. I need to feel like the site has the answers I'm looking for."

**Error tolerant:** "I want to learn how Allermist treats my symptoms but I'm not sure what to do next on this page?"

### Psychographics



### Technographics

Connection speed: Dial-up  
Platform: PC  
Devices: None

### Search style: Navigator



### Content and features of interest

