



Queen Mary
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User Interfaces and Personas

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Aims of Interaction Design Strand

- Understand
 - the needs of patients and clinicians
 - the opportunities and barriers to the use of technology for chronic disease
- Develop a set of personas
- Develop and evaluate interaction design and interface ideas

What are personas?

- Detailed, fictional descriptions of people representing groups of users
 - Describe their **real** needs
 - In context of daily life
- A tool to help design for those needs
 - Help designers see ‘users’ as real people
 - Avoid designing based on preconceived ideas

Persona 3: Sarah Benjamin

- Arthritis since childhood
- Age 33, Female, married with 2 young children
- Tries to actively manage fatigue
- Dreads flares
- Hates being reminded she has RA

Sarah is 33. She has had arthritis since childhood. She is married with two children (Solomon and Beatrice). She worked in a museum for a while after university, but gave up work when she had her first child, Solomon.



Largely her arthritis is under control and she has frequent periods of remission, but even when her DAS score is low she can still feel terrible. Her joints are often very stiff making doing things difficult even when they are not really painful. She dreads flares, as when they happen it becomes impossible to cope. She often feels worthless especially when she can't do something for the kids. She also finds herself bursting into tears out of the blue over small things.

There have been periods when she has tried to keep a fatigue diary but she wasn't very good at doing it regularly. She used a simple app for a while, but it made her fill out her DAS score all the time. This was horrible as it meant she was reminded explicitly that she had the disease, even on good days when she didn't want to think about it at all. She only wants to think about her DAS score when things are already bad. It also forced her to see a summary of her past few week's entries. That was bad too. She can't cope with worrying about the past. Worrying about dealing with today is enough. If the week has been good then she wants to forget she has arthritis. When it is bad she just wants to focus on getting through the day. She has to focus on living for today or it will be too much for her.

Her biggest issue is coping with looking after her family - getting Solomon to school (he is in reception) given it is often painful to walk and she is frequently exhausted when she has things she must do. She finds it heartbreaking that she had to tell Solomon they couldn't go to his favourite playgroup because she isn't well enough. She aims to actively manage her tiredness and, in particular, tries to manage how much she does each day to manage how tired she is. She often leaves things for another day that she really ought to be doing today. She relies a lot on her husband though he has full time job and a long commute, so can only occasionally do school drop-offs and pick-ups. She instead gets help from the parents' of Solomon's friends (who she met originally at an NCT group) to pick him up from school for her when she is really tired. She worries about how much other people do for her and that she can't repay them in kind.

So far ...

- Developed 8 personas on life with rheumatoid arthritis based on:
 - Existing research literature
 - Support literature for patients
 - Patient (PPI) group
 - Clinicians
- Cover range of contexts
- Can be used as design tools and for engagement

Sarah Benjamin

Age 33, Arthritis since childhood

- Married with two young children
- Tries to actively manage fatigue
- Dreads flares
- Hates being reminded she has RA

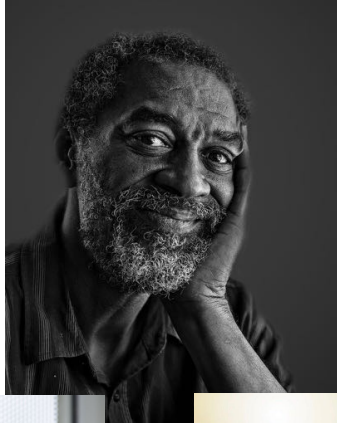


Goals:

- To be able to look after her family
- Avoid flares at all costs
- Actively manage fatigue well despite looking after family
- Do more with her kids especially school pickups

Detailed version of 8 personas developed can be found at:

<http://bit.ly/RApersonas>



Ongoing ...

- Validating personas
 - Further developing based on feedback
- Survey and interview for deeper understanding of needs / opportunities / barriers
 - Of patients
 - Of clinicians
- Development of interaction design prototypes to trial with PPI groups

Thank You

Current version of personas at:
<http://bit.ly/RApersonas>

