Paul Curzon and Hamit Soyel
School of Electronic Engineering and Computer Science, Queen Mary University of London

Our detailed descriptions of fictional patients will help ensure intelligent software really helps.

- Personas are a design tool that help designers create software that fulfils real needs.
- They help make anonymous ‘users’ seem like real people with real lives and needs.
- We developed personas of rheumatoid arthritis patients through a focus group and interviews with patients and clinicians.

Vernon Letts
- condition severe
- reliant on wife and day care
- wants it to be easier for his wife
- wishes could go to toilet on own

Asif Siddiqi
- newly diagnosed
- worried about looking after drugs
- wants to continue to run his business
- suffering depression

Indira Patel
- changed jobs due to lack of support
- wants to avoid flares where pain
- keep and do job well

Sarah Benjamin
- arthritis since childhood
- hates being reminded has RA
- wants to manage her fatigue well so she can do more with her kids esp. school pickups

Bahar Khan
- paces herself to cope
- wants to remain in remission
- better manage pain & fatigue

Samantha Gordon
- now struggling to stand
- lonely as can’t get out
- doesn’t want to bother others

www.pambayesian.org/