

Personas supporting Rheumatoid Arthritis

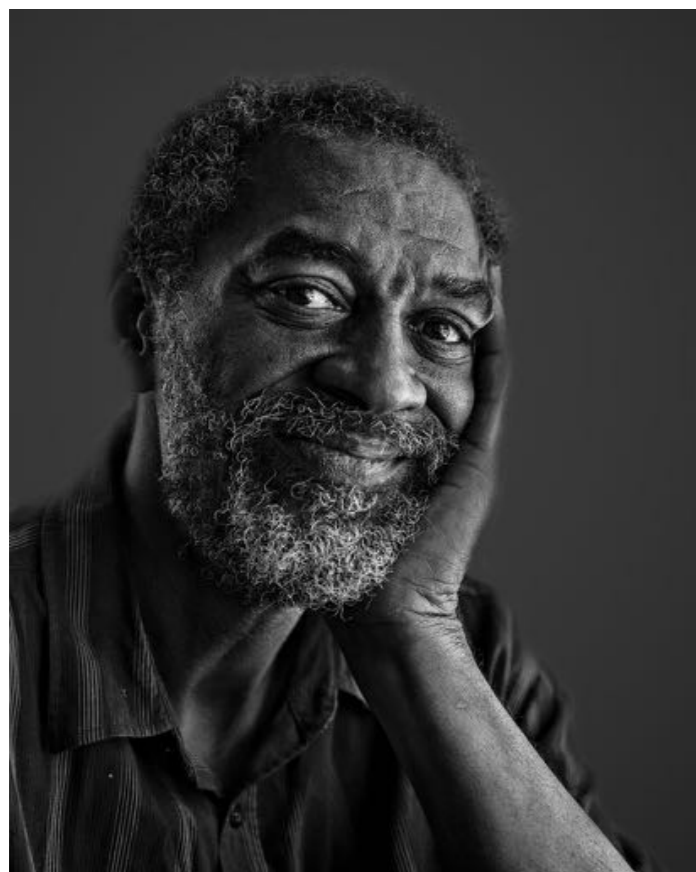


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Our detailed descriptions of fictional patients will help ensure intelligent software really helps.

- 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



Bahar Khan

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



Indira Patel

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



Samantha Gordon

- now struggling to stand
- lonely as can't get out
- doesn't want to bother others



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