

BCC Personas

Proposed Personas for the BCC App

- **Gerald P. Johnson** [Primary Persona, Reluctant Persona]
- **Kathy C. Blankenship** [Secondary Persona]
- **Derek Rosario** [Supplemental Persona]
- **Shirley Hensley** [Served Persona]
- **Mark K. Caudle** [Negative Persona]

Previous Personas

- **Corporal Jones** [Primary Persona] - Corporal Jones is a 23 year-old Army service member who is currently experiencing anxiety, depression, anger and racing thoughts.
- **Miss Smith** [Secondary Persona] - Miss Smith is a 15 year old girl whose father is active-duty Army. She was told about BCC from her father who is using the program to help with his PTSD.
- **Lieutenant Colonel Reber** [Secondary Persona] - Lt. Col. Reber is a 48-year-old Air Force officer who is about to retire. He has been having difficulties following his primary care provider's (PCP) recommendations for medication and diet after being diagnosed with Type 2 diabetes.
- **Dr Baldini** [Primary Persona] - Dr Baldini is a 32-year-old military provider. She is a clinical psychologist and was told about the BCC program at a conference. After reading about the program online, she decided to use it with several of her clients.

Gerald P. Johnson (primary persona, reluctant persona)

PROFILE Constant Smoker

GENDER Male

AGE 23

MOTIVATIONS

Gerald has been a service member for the past 5 years. He signed up at a young age, since he had no concrete plan of what to do with his life after high school he made the decision to join the service with the support of his family.

His first years took some adjusting but Gerald quickly adapted to military lifestyle. He enjoys the disciplined behavior the army promotes. He has become very familiar with the members of his unit.

He is currently continuing his college education, Gerald is on track to become a Dentist.

Gerald loves dentistry, he has always dreamed of becoming a dentist since he was a little boy. He is constantly placed at the top of his class along with 3 other classmates. Gerald and his family are very proud about his constant top performance. Unfortunately, this has come with a price. The long study hours and constant pressure that Gerald puts on himself have elevated his stress levels.

He has picked up smoking as a way to lower his stress. His classmates already smoked, this allowed him to easily pick up this behavior. Gerald started smoking socially, he started with 1 cigarette per day but quickly made it up to 3 cigarettes a day. Recently, his family has brought to his attention their dislike with his smoking habit.

Gerald believes that "he can quit whenever he wants", however if his behavior is maintained this could lead to serious health problems many years from now.

GOALS

- Learn how to successfully engage in positive behaviors
- Using technology to enhance his lifestyle
- Maintaining his "educational-competitive-edge" naturally

FRUSTRATIONS

- Disruptive updates (updates that download while using the App, thus interrupting the user from their current activity within the app)
- Constant Push notifications from Apps
- Long tutorials on how to use an App

Kathy C. Blankenship (secondary persona)

PROFILE Suffers from Depression

GENDER Female

AGE 27

MOTIVATIONS

Kathy grew up in the American Midwest, the middle child of a 5 children marriage she has always been the "glue" that keeps her family together.

She married when she was 25, after her first year of marriage Kathy's husband was laid off from his job. They decided to put their family plans on hold, Kathy's best friend suggested she join the service in order to provide a better life for her family. Kathy joined the service just after her 27th birthday. She has been in the service for about six months now.

Kathy was sent on tour immediately after basic training, the long distance put tremendous strain on her marriage. Her husband started to grow distant from her after four months of her being overseas, at first she thought they would get through the growing pains of her being away together.

Kathy and her husband hardly speak now, he has started to display signs of animosity towards her.

Her husband has suggested that they divorce, Kathy is reluctant to mention her problems to her family. She has started to develop symptoms of depression such as guilt and hopelessness.

She has confided in her best friend, her friend suggested that she seek professional help for her depression. She would like to get her life back together and save her marriage. Kathy is willing to seek help but she is looking to keep her situation private from her family and peers. She believes that if the members of her unit discover she is seeing a professional it will hurt her career. She is much more interested in obtaining help in secret and on her own.

GOALS

- Becoming the top member in her unit
- Learn how to identify the best methods useful to enhance her personal relationships
- Leading a guilt-free life

FRUSTRATIONS

- Constant "Reminders" from Apps, she would like to feel in control of her progress
- Reading information which makes her feel underprepared to learn (articles which contain terminology specific to providers/therapists)
- Apps which require you to connect your social network in order to log in (facebook, google, twitter), she would like to keep her social profiles separate from her therapy profile

Derek Rosario (supplemental persona)

PROFILE Verbally Abusive Husband

GENDER Male

AGE 32

MOTIVATIONS

Derek has been suffering from Survivors Guilt. While on patrol on a previous tour, his unit was hit by an IED.

This was Derek's fourth tour, the majority of his squad members were on their first tour right after basic training.

Since his return his relationship with his wife has started to deteriorate. His short temper and feelings of guilt have made him think that he is a failure as a service member and as a husband as well. On a daily basis there seems to be an episode which involves Derek verbally abusing his wife. He has never struck her but he feels that with each argument he is closer to losing complete control and he is afraid of what could transpire.

His wife has stood firmly by his side, she has suggested to Derek that he seek professional help. He has agreed to seek help in order to change his behavior. He strongly believes that he can change, he just needs the correct guidance and support.

Derek has already spoken to his supervisor and has scheduled sessions with his provider in order to get the treatment he needs.

GOALS

- Becoming a better leader, someone his friends and family can count on
- Realizing that his wife is not to blame for his feelings of guilt
- Learning about anger in order to effectively change his behavior

FRUSTRATIONS

- Using an App to help change his behavior
- Constant Push notifications from Apps
- Information which cannot be displayed on a single screen (articles which require you to constantly scroll)

Shirley Hensley (served persona)

PROFILE Provider

GENDER Female

AGE 29

MOTIVATIONS

Shirley is a Military Provider that has been working in her field for 5 years.

She has had success with her patients thanks to the one-on-one sessions she offers. Shirley provides an inviting atmosphere which helps her patients open up to her with ease. She has noticed that many of her patients seem to be suffering from the same types of behaviors.

Shirley believes this to be due to the fact that all of her patients are service members and are prone to suffer from the same types of challenges due to their current environment.

There has been the challenge of avoiding Provider Fatigue due to the nature of her patients similar behavioral issues.

She would like to be able to recommend her Patients helpful tools which they can use at home and on their own time. However, Shirley has yet to find a platform which can offer more than "task tracking" and "activity reminders".

GOALS

- Professional help for her patients outside of her sessions
- Avoiding Provider Fatigue
- Providing customizable care for each of her patients

FRUSTRATIONS

- Apps with low user retention
- "Ghost town" social networks
- "Long" and "unfriendly" in-app activities

Mark K. Caudle (negative persona / anti-persona)

PROFILE IT Specialist

GENDER Male

AGE 34

MOTIVATIONS

Mark is a Business IT Specialist at a Health Insurance Company. He is constantly looking for new technologies that offer quick and easy solutions to his companies' users.

He is constantly tasked with providing customers the best tools currently available on the market.

Mark is constantly online researching and contacting people who have insight on the latest software solutions. Also an active blogger, Mark gives back to his online community by suggesting the best software he has had the opportunity to use personally and professionally.

Mark's user base needs tools that load quickly, they do not have a large install size and do not cost much [preferably nothing at all]. He is constantly trying out multiple Apps and Software so that he can be on the bleeding edge of productivity.

GOALS

- Taken down a pre-established path throughout the App in order to make his time spent in the App more efficient
- Finding users with similar behavioral issues
- Constant reminders about his progress throughout the App

FRUSTRATIONS

- Slow update cycles
- iPhone 6 Plus non-compatibility
- Non-beta access