Personas + Empathy Mapping

Darren
Late 20's
Grandparent has Alzheimers
Concerned about parents

- Young professional
- Bachelor's degree
- Watched grandparents health decline
- Observed parents taking care of grandparents
- Concerned he will need to take care of his parents
- Wants to plan ahead
- Worried about financial burden of caring for parents
- Parents looking for hospice
- Risk avoidance
- More information is better

Compelling events - Health inertia
- Significant worsening
- Grandparents moved into parents house
- Sundowners
- Death
- Diagnosis

Feeling, Thinking, Seeing, Saying, Doing
- I'm worried about taking care of my parents
- I want plenty of warning
- I want to them to track their health
- I want to encourage them to take preventative measures
- I want to be prepared

Values
Social Impact
- Self Transendence

Life Changing
- Provides hope

Emotional
- Reduces anxiety
- Wellness
- Therapeutic Value

Functional
- Reduces Risk
- Reduces Cost
- Informs

Lynn
Early 70s
Concerned about cognitive health

- Doesn't know risk factor
- Parents incidence of dementia unknown
- Parents incidence of alzheimers unknown
- Feel comfortable buying things on the internet
- More information is better
- Friend or family member recommended test
- Noticed something about Lynn
- Have taken the test themselves

Compelling events - Health inertia
- Friend told her she should get the test

Feeling, Thinking, Seeing, Saying, Doing
- I'm not sure if I am at risk but it would be good to know
- Hopefully its not too late
- I feel fine
- Researching signs of cognitive decline

Values
Life Changing
- Affiliation / belonging?

Emotional
- Reduces anxiety
- Wellness
- Provides Access

Functional
- Reduces risk
- Informs

Gary
Early 60's
Concerned of financial and logistical impacts of potential Alzheimer's

- Concerned about own risk
- Has used a home health test (DNA, other)
- Avoid impact on kids

Compelling Event - Health Inertia
- Estate planning

Feeling, Thinking, Seeing, Saying, Doing
- I don't want to be a burden to my kids
- I don't want to wait until I can no longer make the decision

Values
Life Changing
- Provides Hope

Emotional
- Reduces anxiety
- Wellness
- Provides Access

Functional
- Reduces risk
- Informs

Lisa
Early 40s
Likely the primary caregiver for parents

- Concerned about impact on personal life
- Mother of 3
- Parents in late 60's
- More information is better
- Wants to avoid issues for herself and her kids
- Shops online
- Parents live about 5 hours away currently

Compelling Event - Health Inertia
- Parents starting to have health issues

Feeling, Thinking, Seeing, Saying, Doing
- How can I take care of my kids and my parents?
- If I can plan ahead it would help
- What will the living arrangements be?
- We are going to need a bigger house
- I may have to quit my job to care for them
- We may have to move closer

Values
Life Changing
- Provides Hope

Emotional
- Reduces anxiety
- Wellness
- Provides Access

Functional
- Reduces risk
- Informs

Melina
Late 40's
Concerned about personal cognitive health

- Wants to avoid issues for herself and her kids
- Curious
- Parents are no longer living
- Disposable income
- Married with no kids
- Family live remote (another country)
- Bit of fear about the future
- 50% chance of passing on to kids

Compelling Event - Health Inertia
- Curiosity - saw an ad

Feeling, Thinking, Seeing, Saying, Doing
- I would like to know about my own risk
- Its cool I can find this out without going to the doctor

Values
Emotional
- Reduces anxiety
- Wellness
- Provides Access

Functional
- Reduces risk
- Informs

Diane
Mid 50's
Single
Concerned about herself and her parents

- Wants to take test with her parents
- Planning for future
- More information is better
- Advocate for own healthcare
- Tech-savvy, tech is benefit
- Disposable income
- Business owner - self employed

Compelling Event - Health Inertia
- Parents starting to have health issues

Feeling, Thinking, Seeing, Saying, Doing
- I would like to know about my own risk
- I can take the test together with my parents

Values
Life Changing
- Provides Hope

Emotional
- Reduces anxiety
- Wellness
- Provides Access

Functional
- Reduces risk
- Informs

Steve
Early 30's
Healthcare worker

- Has patients with Alzheimers
- Passionate about wellness
- Study research and information on aging
- Brings information to the family

Compelling Event - Health Inertia
- Concern for family
- Concern for patients

Feeling, Thinking, Seeing, Saying, Doing
- I worry about my patients
- I worry about my family because I see my patients struggling
- Its important to know for your family and personal future

Values
Social Impact
- Self Transendence

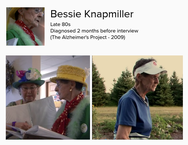
Life Changing
- Provides Hope

Emotional
- Reduces anxiety
- Wellness
- Provides Access

Functional
- Reduces risk
- Informs

Practitioners
- Referrer
- PCP
- Limited time
- Patients bring things in off the internet...
- Listen

THE ALZHEIMER'S PROJECT



Bessie Knapmiller
Late 80s
Diagnosed 2 months before interview
(The Alzheimer's Project - 2009)

Diagnosed

- Interviewed 2 months after diagnosis
- Lives alone with dog
- Lived in same house since 1952 (Wisconsin)
- Recognizes faces but can't remember names
- People tell her who they are and 10 min later she forgets
- Knows there is no cure
- If it stayed where it is now it would be fin
- Sister had alzheimers - medication gave her 2 years more
- Never feels like she is giving up
- I don't want to be a burden
- Very active in the community
- Frustrating. Feels good but can't remember.
- How can I work around this?
- Probably not into tech but no evidence in documentary

Daughter

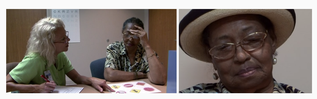
- Watching for her to do things like leave the stove on
- Scared

Son

- If I didn't know she has Alzheimers, I wouldn't know she did
- She's 88 maybe she is just getting forgetful

Fannie Davis
Early 80s
Diagnosed 3 months before interview

Diagnosed



- Likely not good with tech
- Has trouble operating a car (understanding features, signs etc)
- Didn't pass driving test
- Worried about losing independence
- I can't go where I want to go anymore

Daughter

- Will take you wherever you need to go
- Mom wasn't very happy with us about not being able to drive

Joe Potocny
Early 60s
Diagnosed 2 years before interview

Diagnosed

Living with Alzheimer's - My Journey To Forgetfulness!
Well finally I have gotten to the post page. Me and my friend Alzheimer's have been trying to talk to you for months now, but I get here and well things just go to hell in a hand basket. Nevada last year I have had a very hard time adjusting to things I did not think when we made the move that it ...
Blogspot

- Loves technology
- I was a genius - now I'm not
- Writes a blog - living with Alzheimers
- I get lost in my own yard
- Afraid to leave my own house - even to my own mailbox
- When will the line come where I step over and don't come back
- Took grandaughter to the park and forgot where they were
- Impotence from medication
- Willing to commit suicide once he has 'crossed the line'
- Bought a container for his remains

Wife

- You don't want to lose the person you can't live without

- Support groups
- Listen

Related Resources & Info

The Alzheimer's Project: Caregivers
Created by the award-winning team behind HBO's acclaimed Addiction project, this multi-platform series takes a close look at the groundbreaking discoveries made by the country's leading scientists, as well as the toll of this debilitating and fatal disease both on those with Alzheimer's and on ...
Hbo

Everlywell: At-Home Lab Tests That Don't Make Sense
Here we go again! First I wrote about Theranos, then SmartJane, and now Everlywell. Companies promising to revolutionize at-home testing bamboozlers, apparently the convenience and the message of do-it-yourself empowerment appeal to investors and they are generate big profits. But most of these tests are
Sciencebasedmedicine

Alzheimer's Disease Warrior Kit
This starter gadgetry comes with some amazing items! Alzheimer's Disease Warrior Kit Cyst: Alzheimers Caregiver Metal Pin -Alzheimers Disease Button -A beautiful children's book explaining Alzheimer's disease in a way that is helpful to a caregiver, a family with a loved one who has Ad, and more
Etsy

Do-It-Yourself Alzheimer's Test Reveals Early Disease | Everyday Health
The Self-Administered Gerontocognitive Assessment (SAGE) is composed of twelve questions and takes just a few minutes to complete. The good news is that it can be done at home, though people are encouraged to evaluate the results with a doctor. RELATED: U.S. Alzheimer's Disease Will Triple by 2050 The ...
Everydayhealth

Face Your Fear: Take an Alzheimer's Self-Test
Now there's a simple paper-and-pencil test you can take at home that will let you talk with your doctor assess your Alzheimer's risk. Called the SAGE test, it's the same one doctors use in their offices. (See a sample version of the test and how to do, take the risk and take the test, or put it out of ...
Everydayhealth

Genetic testing kits and dementia
Reasonable Spirit Comic Stories in the news about buying kits that can tell you about your genetic makeup. These kits claim to tell you what genes can influence your risk of developing certain conditions, including Alzheimer's disease. However, the genetics behind Alzheimer's disease and other ...
Alzheimers

FDA Approves At-Home Test for an Alzheimer's Disease Risk Gene: What You Need to Know
Perhaps your grandmother had Alzheimer's disease, and your mom or dad is currently living with the disease. You may be concerned that you are seeing signs of the disease in yourself. Or you may not. Whatever the situation, if your family has been touched by Alzheimer's, it is natural to be ...
Ad