

Gillian Perry – ‘Technopeasant’ on a Mission



“Where there’s a will, there’s a way. I hope to find it if it means better care for my mom.”

Demographics and Expertise-

- **Age:** 61
- **Status:** Single
- **Education:** BA, Social Work
- **Occupation:** Social Worker at a crisis support centre
- **Household Income:** \$52,000
- **Location:** Lives in a small, rented, semi-detached house in Toronto’s East York area.



Social and Cultural Background -

Although Gillian lived common-law for almost two decades, things didn’t work out and she never married. She is fiercely independent, passionate about social justice and her two cats, who share her semi-detached home. Gillian calls herself a ‘*technopeasant*,’ as she didn’t touch a computer until her mid 30s and has held off buying a mobile phone and other gadgets. However, she is a tenacious researcher, who always seems to be on a mission and likes to believe she can find anything through Google.

Gillian was born in Canada after her working class parents left the UK several decades ago. When she was three, Gillian’s parents divorced and her father re-married a kind lady named Rachael, with no family in Canada. Rachael helped raised Gillian, becoming a second mother to her. Gillian has a small circle of close friends but her life centres on much loved 92-year-old Rachel, the only parent she has left.

Caregiving Situation -

Rachael lives about 15 kilometres away from Gillian in a modest, assisted living facility. Since Gillian’s father passed away 8 years ago, she has overseen Rachel’s care and also helped manage her finances. Rachel likes to participate in as many activities as possible, almost forgetting she can’t safely move as fast as she once did. She has cataracts and Type 2 diabetes but for the most part is in good health.

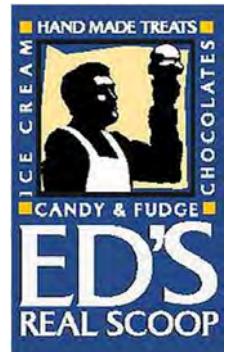
Needs, Desires and Aspirations -

- To monitor Rachel’s care and ensure she has the best quality of life possible.
- To keep up-to-date on new legislation that can help improve the level of care Rachel receives.
- To advocate for Rachel and intervene, as much as necessary to ensure her needs are not overlooked.
- To help create a world where funds are appropriately allocated and everyone enjoys a good quality of life.

Gillian Perry – ‘Technopeasant’ on a Mission

Motivations - <ul style="list-style-type: none"> • Equality • Creativity • Work life balance • Autonomy 	Frustrations - <ul style="list-style-type: none"> • Legislation and policies that show lack of concern for societal impact. • Government cutbacks that impact vulnerable members of society. • When technology takes over or replaces human interactions instead of just being used as a tool to improve them. • Bureaucratic obstacles at work or in personal life that hamper worthy goals from being achieved.
Personality Traits <ul style="list-style-type: none"> • MBTI: INTP • Open but cautious • Critical thinker • Assertive • Compassionate • Creative • Tenacious • Political 	Habits - <ul style="list-style-type: none"> • Tries to walk as much as possible and enjoys gardening. • Likes going to movies, art shows and music events across the city. • Cares for domestic & feral cats, and brings her female cat to visit Rachel. • Watches TV dramas/mysteries • Avid on and offline researcher

Brands



Technology User Profile

Expertise Level – <p>IT and Internet </p> <p>Software </p> <p>Mobile Apps </p> <p>Social Networks </p> <ul style="list-style-type: none"> • Proficient Internet and software user for work and at home, for research, email and social media. • Enjoys remising and posting articles on facebook (power user) and is easily distracted pinning quotes and photos on Pinterest. 	Devices & Platforms – <ul style="list-style-type: none"> • Uses a PC laptop computer, with steady internet access. • Watches TV in real time. • Has no mobile device or tablet – yet. <p>Archetype – Content grazer, who jumps between different screens at work to get the job done. When she's home at night, she jumps between the TV and computer.</p>	User Experience Goals – <ul style="list-style-type: none"> • Efficient • Free • Practical • Inspiring • Non-intrusive • Privacy • Safety
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Gillian's Current Scenario:

Early on Tuesday morning, Gillian receives a phone call from the doctor at Chartwell Avondale assisted living seniors facility where her stepmother Rachael lives. He tells her that while hurrying down the hall, Rachael lost her balance and pulled a tendon while trying to break her fall. The doctor advises that with some physiotherapy and using a walker for about a month, Rachael should be able to regain her strength and repair the damage. In the interim, she is in a lot of pain and will need some additional medication.

Oh and one more thing, the doctor says, "she should have someone with her for 24 hours a day for at least the next week to monitor her medication and ensure she doesn't try to lift anything heavy." Gillian can leave work today but the rest of the week is crammed with deadlines and key meetings. Questions race through Gillian's head: How hurt is her Rachael? Where can she find someone trust worthy to be with Rachel for 24 hours/day? Where can she get a walker? And how much will this all cost?

She turns to her work computer and Googles 'temporary senior care in Toronto,' which pulls up numerous options with <http://www.torontocentralhealthline.ca/listServices.aspx?id=10278> near the top. She finds a long list of places that offer temporary or respite care, with many in Toronto but the listings don't say exactly where. She has to click each listing to find any details and none seem to mention the cost. It's going to take a long time to weed through this list and she really wants to get to Rachael and see how she is.

Gillian drives to see her mom but stops by Shoppers Drug Mart on the way to pick up the medication called in by the doctor. Unfortunately, the doctor didn't send any formal referral for the walker but Gillian buys one anyways. She wants to ensure Rachael has the support she needs and doesn't try anything crazy. She gets an adjustable walker for \$450, which is a lot of money to her.

Rachael is in some pain but doesn't see what the fuss is all about. Her neighbours keep popping in and are very concerned. Time is passing and Gillian still doesn't know how she is going to get 24/7 care for her mother. Then, one of Rachael's neighbours happens to mention two independent sisters, who are Personal Support Workers (PSWs) another friend used when she needed 24 hour care. Gillian makes several phone calls and finally reaches the one of the sisters at 8 pm and arranges for them to stay overnight with Rachael for the week. Fortunately, she can start the next day.

After a six days, Rachael is feeling better and Gillian hears from a co-worker that she can get rebate on the walker from the Ontario government, if she gets a special form signed off. She asks Rachael's doctor which form she needs and he doesn't know. During her lunch break, she Googles 'rebate for walkers in Ontario' and finds the *Ontario Assistive Devices Program* information page. The government site has a ton of text. Around paragraph eight, she learns in a roundabout way that she needs to find contact the physiotherapist who saw her mom and get him to give her a filled out form.

Before she closes Google, she discovers an accessibility news website with an article from a caregiver explaining the Ontario Assistive Devices Program and criticising it. If only this caregiver's experience and recommendations could be higher in the search she thinks. We could learn a lot from each other.

This type of thinking is the rationale behind the Social Caregivers' Network. Specifically, it will give caregivers like Gillian the opportunity to save time getting a walker rebate, finding respite care and learning from other caregivers, who have experienced some of the challenges she is facing.

Bruce Enright – Hipster Tree-Hugger



"I wish I lived closer to Mom but aim to get her the best care I can and overcome the distance."

Demographics and Expertise-

- **Age:** 52
- **Status:** Married
- **Education:** BSc, Microbiology and MEd
- **Occupation:** High School Teacher
- **Household Income:** \$85,000
- **Location:** Owns and lives in a detached home in Kitchener



Social and Cultural Background -

Bruce is a teacher and his wife Elaine is an educational assistant. They have two daughters at home, who are 17 and 20. Bruce and Elaine grew up in Toronto but left years ago to settle in Kitchener because they like the slower pace of a small town. They both love the outdoors and enjoy a variety of sports. Summers include cycling, running and tennis. Bruce coaches a girls' baseball team. In the winter, they stay close to home and pass many a night marking, while watching TV and tweeting news. The whole family makes an extra effort to eat local and 'clean' food. Bruce is proud of the vegetable garden he nurtures in their backyard but you'll never catch him with any dirt smudges or in khaki. He's always impeccably dressed and up to speed on current trends in music to tech.

Caregiving Situation:

Elaine is ten years younger than Bruce and her parents are in great health and travel frequently. However, Bruce only has his 83-year-old mother Mary left, as his father passed away when he was young. Mary lives alone in her own home in Toronto, not far from Bruce's older sister Jane, an accountant. Bruce visits Mary about twice a month and tries to keep up with her care. Mary is in good physical shape and even drives her own car but she's forgetful. She also never seems to be able to get her hearing aids to work properly.

Needs, Desires and Aspirations -

- To enjoy a full and healthy life with as minimal stress as possible.
- To ensure that Mary eats properly, gets sufficient exercise and takes care of herself.
- To play a key role in Mary's life and make sure she has the opportunity to enjoy her leisure time and try to keep her brain active.
- To give back and help young people get a good foundation for success.

Motivations -

Frustrations -

Bruce Enright – Hipster Tree-Hugger

<ul style="list-style-type: none"> Adventure Vacations Wellness Exhilaration Fun 	<ul style="list-style-type: none"> Any traffic jams that threaten their 10-minute commute. Political oblivion to the threat of global warming. Power outages that impact cable and the Internet. Having to remember and re-key in too many passwords. Overbearing personalities like his sister Jane.
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Personality Traits

MBTI: ESFP

- Extraverted and agreeable
- Easygoing
- Kind
- Helpful
- Energetic
- Organized

Habits -

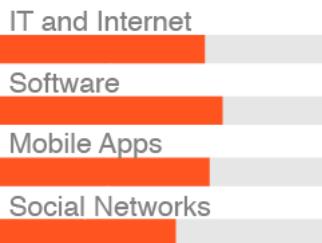
- Cross-country running and doing a couple of 10 km runs a year.
- Enjoys photography and sharing photos on Instagram.
- Keeps an infrequent blog on teaching and plant genetics

Brands



Technology User Profile

Expertise Level –



- Proficient Internet and software user for work and at home, for email, social media and blogging.
- Uses Facebook, Instagram, Wordpress and Twitter.

Devices & Platforms –

- Uses a PC laptop with steady internet access for work
- Uses a tablet in his leisure time and is never far from his iPhone

Archetype –

Quantum user by day but Investigative Spider-Webbing at night

User Experience Goals –

- Fun
- Practical
- Intuitive
- Easy
- Fast
- Connections
- Collaboration

Bruce's Scenario:

Jane, Bruce's older sister and he oversee Mary's care. Bruce feels really guilty about living so far away and tries to be there for his mother as much as possible. To overcome the distance and manage Mary's care, Bruce uses an online management application called CareZone (www.carezone.com). In it, Bruce records Mary' medical and personal contacts, medications and doctor's appointments. He's given Jane access to CareZone, too so together they can keep up with Mary's needs. This solution is great for keeping all Mary's information in one place but it doesn't give Bruce suggestions or links to solutions.

With Mary's forgetfulness and many of her friends moving or passing away, Bruce and Jane gently encourage her to consider moving to a seniors' apartment. They think she'd have more company nearby and organized activities to participate in, compared to staying alone in her home. Finally, Mary agrees and is able to find a vacancy within a short time. Downsizing from Mary's home to the apartment is a challenge with many unanticipated surprises. Bruce thinks it would have been great to have more advice from others before Mary's moving day.

There are other challenges too. Jane and Bruce share Power of Attorney over Mary's care. However, Jane often forgets that Bruce shares this role. As she lives in Toronto, Jane often steps in and makes care decisions for Mary without consulting Bruce. This is not always a good thing as mother and daughter are very much alike in always needing to be right. This makes for a strained and unhappy relationship.

Shortly after the move, Jane mentions in an email that she has signed several *Do Not Resuscitate* forms on Mary's behalf and submitted them to the Seniors' apartment's manager. She also admits she didn't bother to consult Mary, as she's sure she doesn't want to be revived under any circumstance. Bruce is seething. He retrieves the forms, discusses them with Mary, who says she wants everything to be done to prolong her life unless she is in a coma or vegetative state. Bruce revises and re-submits the forms to the apartment's manager, this time with Mary's wishes in them.

Bruce is relieved that the forms were revised before an emergency occurred. He didn't expect these forms would be part of the moving process. He wonders what if another family isn't so lucky. If only he could share his discovery of these forms and other aspects of Mary's move to save other caregivers time and heartache. With a solution like the Social Caregivers network, he will be able to share his insights and warnings, as well as learn from others.

Nadira Ahmed – Techno Diva



"Tell me the backstory and what I really need to know to keep my parents healthy."

Demographics and Expertise-

- **Age:** 45
- **Status:** Married
- **Education:** BSc Computer Science and MBA
- **Occupation:** Director, Product Development, Software Firm
- **Household Income:** \$207,000
- **Location:** Owns and lives in a detached home in Toronto's High Park area



Social and Cultural Background -

Nadira is a techno genius but prefers the term diva. She is married and has a 13-year-old son named Jerad. She works full-time, volunteers as a Board director of a Canadian business association and helps out on the parent council at Jerad's school. She and her husband Rajesh enjoy entertaining family and friends in their home. She often collects recipes on Pinterest to try out on company. Nadira was born in India but her family came to Canada in the 1970s when she was six. She considers herself Canadian and adopted Western style dress and other customs. She is however a progressive Muslim, who goes to the mosque several times a week.

Caregiving Situation -

Nadira has an older brother who lives in Toronto, a sister in Ottawa, as well as a father and mother who live in a seniors apartment about 5 km from her home. Even though she has siblings, care of her parents is always delegated to her. Her mother Fatima, is 75, very active and in good health. However, her father Kaamil is 82, has high blood pressure and arthritis. As her parents' jobs never required them to speak English fluently, they depend on Nadira to navigate Ontario's healthcare system and relay details in their first language.

Needs, Desires and Aspirations -

- To juggle professional and personal responsibilities as efficiently as possible.
- To keep up with advances in technology and practice what she preaches about its value to every aspect of daily life.
- To cover all bases to ensure her parents receive the best care.
- To give back where she can and help others get as much out of life as she does.

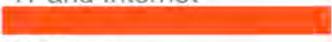
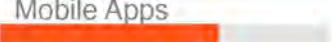
Nadira Ahmed – Techno Diva

Motivations - <ul style="list-style-type: none"> • Equality • Success • Innovation • Integrity • Perfection 	Frustrations - <ul style="list-style-type: none"> • Lack of etiquette and manners, particularly toward seniors. • Antiqued interfaces or backend technologies when the resources are there to do better. • Mediocre service from healthcare providers or other professionals.
Personality Traits <ul style="list-style-type: none"> • MBTI: ESTJ • Private • Analytical • Direct • Private • Ambitious • Poised • Generous 	Habits - <ul style="list-style-type: none"> • Works out twice a week at the local gym. • Enjoys cooking and entertaining • Likes travelling and capturing a digital image of every moment. • Likes to challenge Jared to strategy-based computer games and frequently wins.

Brands



Technology User Profile

Expertise Level –	Devices & Platforms	User Experience Goals –
IT and Internet  Software  Mobile Apps  Social Networks  <ul style="list-style-type: none"> • Proficient Internet & software user for work and at home, for research, email, entertainment and social media. • Uses a Blackberry for email and an iPhone for reading news and content. • Uses Skype, Twitter, LinkedIn, Pinterest, Google+ and Facebook 	Devices & Platforms <ul style="list-style-type: none"> • Uses a PC laptop computer for work and a MAC at home, with steady Internet access. • Uses a Blackberry Q10 as well as a Moto X Android phone, and an iPad. <p>Archetype – Quantum user by day but Investigative Spider-Webbing at night</p>	User Experience Goals – <ul style="list-style-type: none"> • Efficient • Informative • Leading Edge News • Speed • Practical • Entertaining

Nadira's Scenario:

Nadira's father Kaamil has been having short-term memory challenges, which he, Fatima and the rest of the family find very frustrating. Nadira and her family were relieved when tests for Alzheimer's came back negative. Kaamil's doctor now suggests that he might be suffering from sleep apnea, which is impacting his memory.

To test Kaamil for sleep apnea, the doctor says he needs to stay overnight at a sleep clinic and Nadira or her brother can stay with him. Kaamil is really nervous about going to this sleep clinic. As Fatima and Nadira have never heard of a sleep clinic, they have trouble reassuring him. Nadira Googles 'sleep apnea' and finds a few articles. She finds a website called <http://www.sleepontario.com/> that provides some details but nothing from the patient or caregivers' perspective. Nadira goes to the sleep clinic with Kaamil. Using her Moto Android, Nadira takes photos of the clinic and Kaamil with his sensors all set up, then emails them to Fatima, who feels better seeing her husband is ok. Nadira saves the photos just in case she meets someone else who is going through the same thing.

A few weeks later, a doctor from the sleep clinic calls to tell Nadira that her father has sleep apnea and needs to start using a CPAP machine. Within hours, the CPAP machine manufacturer calls Nadira to sell her the machine. After some convincing, Kaamil agrees to try using the machine. The manufacturer ships the CPAP machine with several brochures, which Nadira's mother misplaces. With its wires and tubes, the machine looks like something from outer space.

The manufacturer calls Nadira and offers to send someone who can train Kaamil how to use the CPAP for a fee. The manager of the seniors' apartment also tells Nadira they can send over Personal Support Workers (PSWs) to show Kaamil how to use the machine, for a slightly lower fee than what the manufacturer offered. After many phone calls, Nadira arranges for the seniors' apartment staff to train Kaamil. Two PSWs arrive with their manager, who demands to see the machine's brochures and gets agitated when they are not easily found. The manager and the PSWs take 10 minutes to read the two brochures, then try to put the device on Kaamil but it's clearly backwards. Kaamil quietly says "They don't really know what they are doing do they?" After several attempts, they finally get the mask on properly. However, Kaamil finds the mask too tight on his nose and gives up after using it for three nights.

A week later, the sleep doctor calls Nadira to check how Kaamil is doing with the CPAP and she advises he's not using it. Two weeks later, Kaamil receives a letter from the Ministry of Transportation revoking his driver's licence, as he is now considered a risk on the road.

After making some more calls, Nadira learns there are several models of sleep machines on the market. If only, Nadira could speak with someone about their experience to learn what machine worked best for them and who showed them how to easily set it up. With the Social Caregivers' Network, she might be able to learn from others about the various types of machines and where to get the best training. Nadira could have also helped out other caregivers by sharing her sleep clinic photos and experience.