



Dr. Samantha Diller

Psychiatrist

Age: 50
Gender: Female

“I still feel like I’m learning about the nuances of ADHD in adults, including co-morbidities”

Dr. Diller is seeing more and more adults with ADHD in her practice. She appreciates how the symptoms can negatively affect her patients and empathizes with them. Yet her knowledge of ADHD is shallow. It is challenging for her to distinguish ADHD from other co-morbid conditions.

GOALS

Learn how to diagnose ADHD in adults when patients may have depression or anxiety

WANTS

- Expert clinical guidance
- Sufficient depth of information
- Trusted data and resources
- Visually interesting website
- Quick and easy access to relevant information

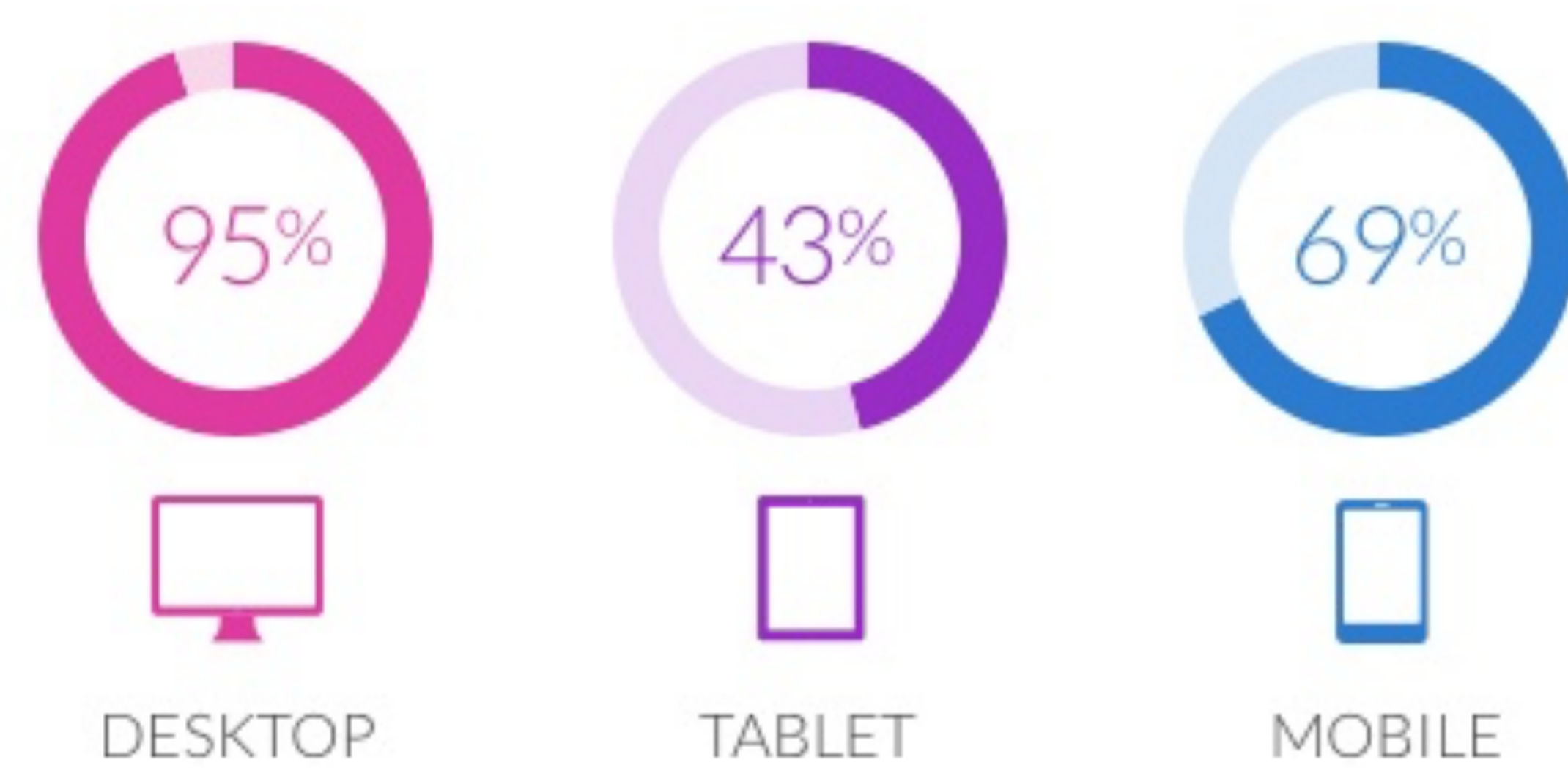
PAIN POINTS

- Can't find information quickly (*site is not easy to navigate*)
- Relevant information is either buried or not included

PERSONALITY TRAITS

- Informative
- Confident
- Direct
- Trustworthy
- Professional
- Accessible

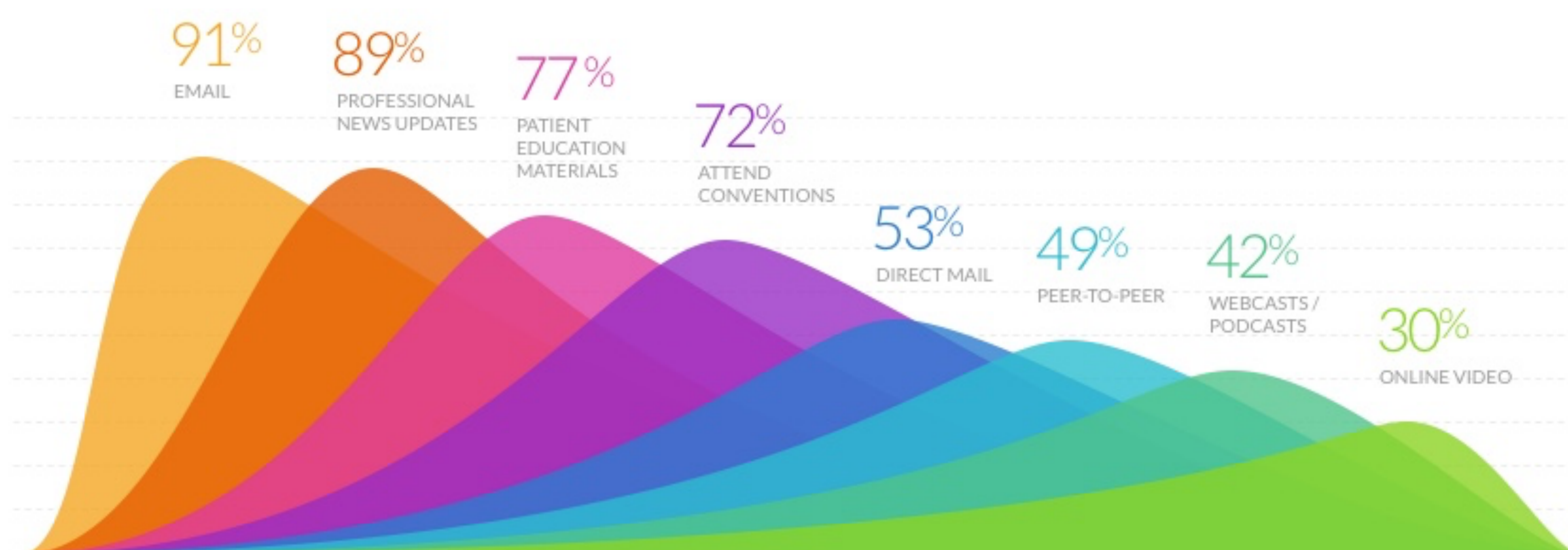
DEVICE PREFERENCE



MOST LIKELY TO

- Use prescription pads (paper)
- Learn from colleagues
- Use the Internet daily

TOOLS USED



Sources:
 - Manhattan Research: Taking the pulse 2015
 - ePocrates: Mobile Trends Report: 2014
 - SSCG 2014