

AmbienCR.com and Shuteye.com Personas & Scenarios

While user research provides a foundation for understanding users and goals, applying this valuable data to site design requires the development of user personas and scenarios.

What it is -- Why we do it

Personas and scenarios are both hypothetical yet realistic cases that describe users and the situations that motivate them to visit the Ambient CR and Shuteye websites. This design approach helps craft comprehensive, cross-channel experiences based on an understanding of visitors and their goals and behaviors.

Personas are critical in defining content, functionality and structure that must be developed to support user tasks and encourage repeat visits. This process also helps identify when and where certain complementary content or functionality should be offered.

Personas and scenarios specifically answer three fundamental questions that must be addressed before a site can be properly organized:

1. **Who are your representative users?**
Giving users names, titles and context brings research to life and helps identify who must be satisfied for the site to be effective.
2. **What are their specific goals?**
Concrete goals such as "find information about how to diagnose insomnia" or "understand the difference between Ambient CR and its competitors" helps development teams understand—without distraction or guesswork—what target users really want to accomplish.
3. **How can users achieve their goals on your website?**
Critical details uncovered in existing research and user interviews allow site designers to map customers' existing mindsets to the user experience of the site. Once user personas and scenarios are defined, Publicis Dialog Experience Planners and Designers can draw out concrete design implications such as site organization and visual hierarchies.

Once these questions are answered, specific personalities, tasks and activities are envisioned to illustrate how these figures would approach and interact with redesigned Ambient CR and Shuteye sites to achieve the Sanofi objectives of driving trial, increasing adherence, building new patient starts, reengineering the HCP detailing process and reinforcing insomnia relief authority and leadership.

Who are potential visitors of AmbientCR.com and Shuteye.com?

These personas were chosen to represent the Burke target user segments visiting both sites.

- 1  **Charlotte**
CR Loyal
Thinking about increasing her usage but is concerned about dependency and wants to connect with others
- 2  **Mary**
CR Convert
Considering switching from IR, but her doctor didn't recommend it. Embarrassed and unable to cope, she wants to hear from other patients.
- 3  **Ethel**
CR Steal
Her current Rx sleep aid isn't working and it's time for a change
- 4  **Jennifer**
OTC User
Groggy and up at 2AM, she needs to learn how to get real help
- 5  **Rosa**
Non-Treater
Rx sleep aids scare her, but she wants to learn more
- 6  **Dr. Joel**
Healthcare Provider
Wants to help treat patients, but needs practice tools

Patient Journey



CR Loyal: "Reassure me."



Scenario

Charlotte is a VP of HR and Office Manager at a large law firm in a major city. She's been married 25 years and her children are grown up and out on their own. In her early 50's, Charlotte recently experienced menopause, and tries to maintain an active lifestyle, entertaining at home and gardening on weekends. She's been taking Ambien for several years, beginning with IR and now CR, and she's very happy with the results.

As a successful senior-level HR professional, Charlotte has a lot of stress during her work day, dealing with many logistical crises, as well as with the firm's demanding partners. She considers herself a savvy problem-solver and tries not to let her stress show through her even demeanor.

While Charlotte originally took Ambien CR after speaking with her doctor about intermittent sleep problems, she now takes the product regularly not only because of stress from her job, but also because she believes that now that she's older, she needs more help to get to sleep. She still takes OTCs on some nights, but they clearly aren't as effective as her prescription, so she's wonders if increasing her Rx usage could be the right move.

Despite her comfort and preference with Rx medications, Charlotte nonetheless feels she is alone with her continued sleep problems and wishes she could talk to someone else besides her doctor. For Charlotte, Ambien CR's effectiveness far outweighs any potential risks, as well as its costs. But she wants to be reassured that if she increases her usage that it is not harmful, and wants to find a better support network than she has already.

Charlotte likes to watch TV or read her *Reader's Digest* just before bed. She only occasionally surfs the web, despite having broadband with her cable connection. Recently, she saw an Ambien CR TV ad on TNT that directed her to the website. She decided to view the website to see what new information she could learn. She's amazed to see patient testimonials that showed there are many other people in her situation. She also read up on dosing information which assuaged her fears of increased usage and convinced her that CR was a good choice. Later, she posted a response on a moderated board sharing her experiences, eventually developing new friends from the community of insomnia sufferers successfully treated by Ambien CR.

Charlotte's Goals

- Understand whether increasing her use of Ambien CR could be effective and non-habit forming
- Manage her overall Rx cost
- Discover others using product to assuage her fears around her usage behavior

Charlotte's Tasks

- Find out about the dependency aspects of Ambien CR
- Check out any special prescription offers
- Read about fellow sufferers' experiences in community areas and possibly contribute her own

Sanofi-Aventis' Goals

- Reinforce product choice
- Motivate incremental scripts as d/a/w
- Pre-empt competitors
- Drive patient/pharmacist dialogue and drive pharmacist to d/a/w

Business Strategies for this Customer

- Describe unique product benefits
- Remind to refill Rx more often
- Show benefit gap with competitors
- Provide forums for customer expression
- Provide interactive tools and areas for patient testimonials

PROFILE

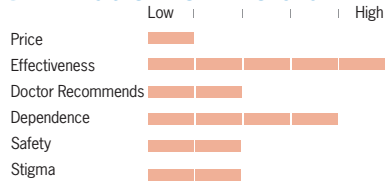
Charlotte Russell

VP of HR and Office Manager for a major law firm
Married, in her early 50's, with two grown children
Active lifestyle, but stressed from routine and feels her age

MINDSET & MOTIVATIONS

- I want a sleep aid that works all night with no hangover qualities to increase my energy level.
- I know CR is more expensive than other Rx products, but I value its benefits and how it helps me.
- I'm beginning to feel alone with my sleep problems and I wish I could feel more connected.

BARRIERS & CRITICAL FACTORS



Sample Pathways

"I know Ambien CR works, but if I'm going to increase my usage I need more support."





PROFILE

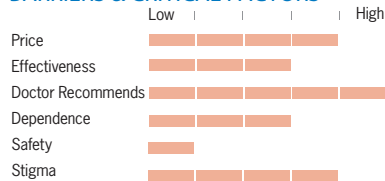
Mary Campbell

Branch Manager for a Fortune 1000 regional bank
 Married, in her late-50's, with three grown children
 Loves walkathons, watches Lifetime and surfs the web; feels stressed and overwhelmed

MINDSET & MOTIVATIONS

- I want a sleep aid that lets me sleep through the night and makes me feel energized.
- My current Ambien IR works somewhat, but I've heard good things about CR despite its cost and that my doctor hasn't spoken about it.
- I'm ashamed that I can't function during my day.

BARRIERS & CRITICAL FACTORS



Scenario

Mary is a successful Branch Manager for a mid-size regional bank. She's managed to 'do it all.' She's been married 25 years and has three children (now grown up) and still managed to get her MBA. In her late-50's, Mary stays very active by jogging and playing doubles tennis at her local club, but feels the effects of aging and menopause. She's been taking Ambien IR for several years. As a successful executive, Mary has a lot of stress during her workday and prides herself on not letting her emotions show through her demeanor.

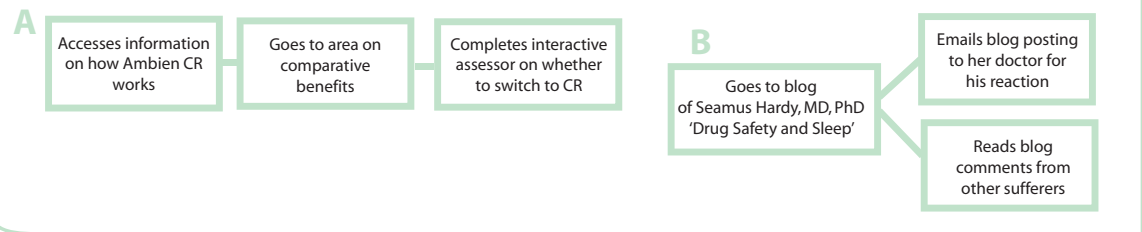
However, this night, like many nights in the past, Mary awoke in the middle of the night because her Ambien IR did not keep her asleep. She brought this up with her doctor on her last visit to refill her IR prescription, but her doctor didn't recommend CR. He told her to continue taking IR, since he has been prescribing IR for years. Mary suspected there might be other reasons and wanted to find out for herself. She was also very ashamed of not being able to function during her day. Mary was ready for a change but needed to be convinced and reassured that if she switched medication that it would work and be safe. She needed to hear this from both medical professionals and users.

Mary had heard good things about Ambien CR through a TV ad on Lifetime and from her colleagues. Rather than drink some warm milk or take another IR pill and being very web-savvy for her age, Mary turned to the Ambien CR website. It opened her eyes. She completed an interactive tutorial on the benefits of CR versus IR as well as other Rx brands, which then generated a FTO to take to her doctor. Then she went to the moderated blog area, where a respected doctor in sleep medicine talked about new findings in sleep drug safety. She was particularly interested in comments posted by a fellow sufferer who sounded just like her. There was even a Doctor Finder if she wanted to find a new HCP.

She immediately emailed the blog post to her current doctor. The next day, Mary got a call from her doctor saying her email drove him to the Ambien CR site as well, where he found some patient practice tools on the HCP subsite that he wanted to go over with her. He then called her in to his office for another visit and prescribed CR.

"If I'm going to switch, I want to know it's going to work."

Sample Pathways



Mary's Goals

- Investigate an alternative to her current sleep aid
- Manage her overall Rx cost
- See whether Ambien CR is recommended by other HCPs
- Discover whether her shame and her fears surrounding continued Rx usage are shared by anyone else

Mary's Tasks

- Read sections on Ambien CR's effectiveness and risks
- Explore KOL testimonials and read HCPs' and sufferers' blogs
- Use Find a Doctor functionality to connect her with a new HCP
- Taking a sleep assessor tool and downloading the results to take to her doctor

Sanofi-Aventis' Goals

- Establish IR to CR comparisons
- Motivate HCP/patient dialogue
- Motivate patient/pharmacist dialogue

Business Strategies for this Customer

- Describe unique product benefits
- Drive patient to HCP and drive HCPs to prescribe new Rx
- Reinforce dissatisfaction with current IR product and show CR benefit gap with competitors
- Provide comparison tools and areas for medical KOLs



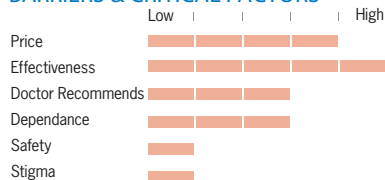
PROFILE
Ethel Lazarro

Head Secretary at a dentist's office
Divorced, in her mid-40's, with a teenage son
Loves to cook, watches Court TV and reads the *National Enquirer*; often depressed

MINDSET & MOTIVATIONS

- I want a sleep aid that helps me get to sleep and stay asleep all night
- My current Rx sleep aid doesn't really work, but Ambien CR costs more and my doctor doesn't like it
- My other emotional health problems add to my sleep difficulties and I can't enjoy my life

BARRIERS & CRITICAL FACTORS



Scenario

Ethel is depressed, figuratively and literally. Diagnosed with depression, Ethel works in a high-stress job as the head secretary at a dentist's office where she not only schedules appointments, but maintains all the files and deals with the insurance companies. In her mid-40's, Ethel has a lot on her plate. Divorced for several years, she raises her troubled teenage son alone and struggles to make ends meet. She finds solace by cooking, watching her favorite TV show, *Hollywood Justice*, and reading trashy magazines. Currently battling a weight problem, she feels that all her other emotional and health problems are contributing to her insomnia and has few outlets to talk about her feelings.

Ethel has tried other sleep Rx's like Lunesta and Rozerem in the past, but just hasn't found anything that worked. She takes another Rx to help her get to sleep, which should also help her depression. However, that product makes things worse because it doesn't keep her asleep through the night. She brought this up with her current doctor -- she's gone through a lot of them over this issue -- at her last visit, but her doctor didn't recommend Ambien CR. He didn't want to overload her with medications, although he was not an expert on treating insomnia.

Ethel just wanted relief and if that meant taking additional medications that was alright, as long as it didn't make her other problems worse and had a low risk of dependence. She was also concerned about how Ambien CR's cost would affect her overall budget. Maybe it was time to find a new doctor.

Ethel likes to look up health information online, usually from encyclopedia sources like WebMD or Ask.com on her son's broadband computer. One night, after arguing with her son about his latest poor report card, she awoke again because her medication didn't keep her asleep. Ethel saw an ad for the Ambien CR website in *House Beautiful* and decided to check it out.

Only moderately web-savvy, she went first to the information section about Ambien CR and depression. It turns out that there is no adverse interactions with the other medicines she is taking. She then used the site's easy symptom checker and saw that her insomnia issues were very real and very separate from her other emotional health problems.

Ethel was also really impressed with the community support areas. She discovered how to use a bulletin board for depression sufferers, and saw that her favorite actress, Jane Seymour, had her own video blog where she revealed her personal struggle with depression and insomnia. Ethel used Tell a Friend to point her doctor to the blog, but he didn't respond. Ethel returned to the site the next week and used the Find a Doctor locator to find a sleep specialist that could better treat her.

"Breakup Alert! Me and my sleep Rx call it quits!"

Ethel's Goals

- Investigate an alternative to her current sleep aid that is more effective
- See whether Ambien CR is recommended by other HCPs
- Discover whether her problems are shared by anyone else
- Learn how Ambien CR would interact with her other health problems

Ethel's Tasks

- Read sections on Ambien CR's effectiveness and interactions
- Read HCPs', influencers' and sufferers' blogs and maybe post a comment
- Use Find a Doctor functionality to connect her with a new HCP
- Use a symptom evaluation tool and download the results to take to her doctor

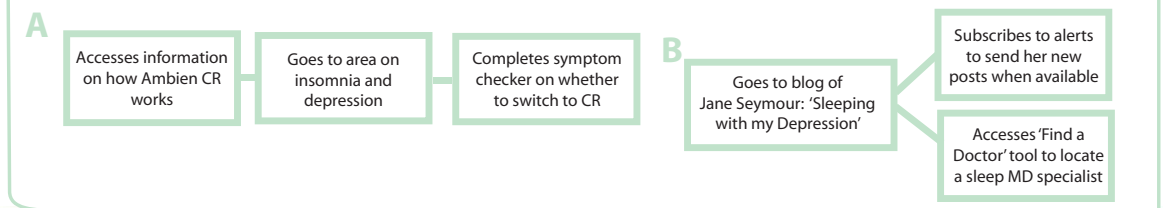
Sanofi-Aventis' Goals

- Establish competitive Rx to CR comparisons
- Motivate HCP/Patient dialogue
- Educate about co-morbidities

Business Strategies for this Customer

- Describe unique product benefits
- Drive patient to HCP and drive HCPs to prescribe new Rx
- Reinforce dissatisfaction with current Rx product and show CR benefit gap with competitors
- Provide HCP practice tools educating CR superiority
- Provide forums for customer expression

Sample Pathways





Scenario

Jennifer is up another night watching infomercials. This happens a lot and her husband just manages to sleep through it now. She used to think that she just had a lot of other physical problems -- a toothache last week led to an emergency dentist's visit, her continual migraines -- but now she's beginning to think it's something else. "Maybe my sleeping problem is more serious?"

Jennifer considers herself part of the stressed new 'normal.' In her mid-30's and married for only a few years, she has a busy, customer-facing floor manager's job at the local Banana Republic. It's hard to make ends meet. But really she's overloaded. Just look at her magazine rack in the bathroom: *Gourmet, Family Circle, Conde Nast Traveler* and *Fitness*. Between watching *Sheer Madness* on Bravo, MSNBC, and the latest Hallmark Channel special, her TiVo is melting down.

Jennifer never really thought of herself as having a sleeping 'problem'. Certainly not one bad enough to have to take a Rx sleep aid -- she's not a drug addict! She's been managing her sleeplessness with a variety of OTC medications that often don't work -- more thighmasters on TV or surf-shopping at 2AM -- and leave her so groggy she's hazy all day. Her co-workers, and even her husband, have been commenting how grouchy she's been. Also, her schedule is so tight it's a pain to get to a doctor and she really thinks a Rx for sleeping is just too expensive.

But now at 2AM, she wants to make a change. She just doesn't know how. Comfortable online and with a broadband DSL line, she did a Google search on 'sleep problem', and back came the link to Shuteye.com. Jennifer was actually embarrassed that she felt she needed to go to this site, but desperately wanted to find out more information.

She poured through the sections on diagnosing insomnia, took an assessor and saw that indeed she did have a problem. She was also reassured by the educational videos about the safety of Rx sleep aids. She signed up to receive a regular email newsletter on coping with insomnia. But what she really liked was the community areas. There she saw posts in a doctor's moderated community that showed she wasn't alone.

After lurking for a few days there, Jennifer got up the courage to send a question to the doctor via its 'Ask an Expert' function about Rx sleep aids and her migraines. The response came back the next day. Not only was it personalized, really answering her questions, but it also suggested she see a doctor, pointed her to the Find a Doctor function on the site, and gave her an FTO for Ambien CR if she decided to go. She then visited the Ambien CR website to find out specifically how it worked. Reassured, Jennifer felt safe enough to make a change. She saw her existing doctor in the Find a Doctor tool, and then made the effort to go visit him. He prescribed Ambien CR for her immediately and she tried it out. No more thighmaster ads!

PROFILE

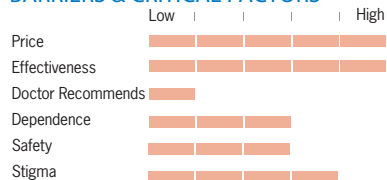
Jennifer Hogan

Floor Manager at an upper scale retail outlet
Married, in her mid-30's, with no children
Loves to shop and go to concerts, watches Bravo and HGTV; feels stressed and suffers migraines

MINDSET & MOTIVATIONS

- I want a sleep aid that lets me sleep all night long and not wake up groggy.
- My current OTC medication doesn't work and I've heard good things about Ambien CR. However, it costs a lot and it's a pain to go to my doctor.
- Between this and all my other health problems, I'm worried that I can't function during my day.

BARRIERS & CRITICAL FACTORS



Jennifer's Goals

- Find an alternative to her current sleep aid that's more effective
- Learn more about the safety and effectiveness of Rx sleep aids
- Learn more about insomnia
- Manage her overall cost
- Discover whether other people share her suffering and shame

Jennifer's Tasks

- Watch video sections on insomnia and read about Ambien CR's effectiveness and safety
- Sign up for emails for more information about insomnia
- Read sufferers' testimonials and bulletin board posts
- Use Find a Doctor functionality to connect her with a new HCP
- Take a symptom evaluation tool to determine if she has insomnia

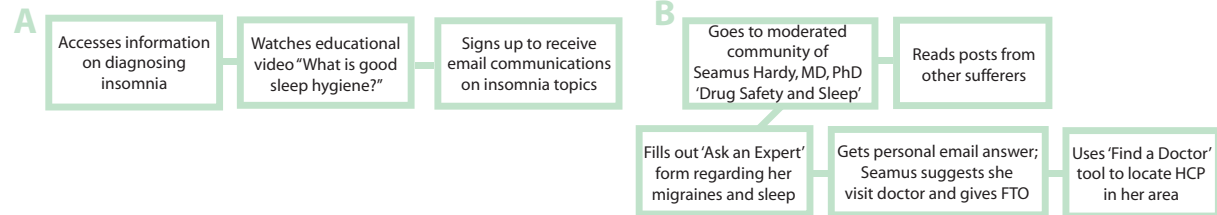
Sanofi-Aventis' Goals

- Establish OTC to CR comparisons
- Address Rx fears
- Motivate HCP/patient dialogue
- Identify and educate about insomnia

Business Strategies for this Customer

- Provide disease state information
- Describe unique product benefits
- Drive patient to HCP for Rx
- Reinforce dissatisfaction with current OTC product
- Establish positive view of Rx solution against barriers of stigma and safety

Sample Pathways



"I want to learn more first, but then you can show me how to make a change."

Non-Treaters: "Educate me."



PROFILE

Rosa Flores

Was Bank Teller; now part-time Day Care Provider
 Married, in her early 30's, with two infant children
 Loves to cook and entertain family, listens to Soft Rock; reads Ladies Home Journal; feels anxious

MINDSET & MOTIVATIONS

- I want a sleep aid that lets me sleep through the night and awake refreshed
- I don't want to consider Rx sleep aids because I think they're unsafe, unnatural, costly and cause addiction
- My sleeplessness severely affects my life adversely

BARRIERS & CRITICAL FACTORS



Scenario

Rosa is too busy with her two young children to worry about her sleep problem. But it still keeps her up at night. Struggling to make ends meet, Rosa gave up her job as a bank teller last year to raise her children full time. She adds to the family's income by performing part-time day care for other mothers in her neighborhood. Her life is centered around her children and her family and she rarely spends time thinking about herself.

However, since before the birth of her first child, Rosa has had problems sleeping. She used to think it was a physical problem -- she was often in pain from standing at work so much -- and then she believed it was just the stress of dealing with her children and in-laws. But recently, it's been severe. Rosa's become increasingly anxious and feels like it's really adversely impacting her personal life. She feels tremendously guilty that her sleeplessness prevents her from taking care of her husband and children as much as she would like. There must be something wrong with *her*.

Rosa never considered using a prescription sleep aid to solve her problem. She didn't know anything about them. And you don't use drugs to take care of that -- it's unnatural. What about safety, and addiction? -- Rosa was afraid if she took something she wouldn't wake up at night if her children had an emergency. Besides, she didn't have time or money to go to a doctor for herself!

It wasn't until one day when, after another sleepless night, she almost fell asleep making lunch for her kids with Marisol, another mother in the neighborhood. Marisol told her about a great website, Shuteye.com, where she could learn more information about sleep problems and possibly find out what she could do about hers. Rosa had a basic computer, usually using her AOL broadband connection to keep up with family here and abroad. That night, however, after putting the kids to bed, she logged on.

Rosa went straight to the section on defining insomnia. What is it? Lots of terms she didn't understand. She needed to use the glossary page. Luckily, the glossary was also in Spanish, so the medical details made sense. She viewed the rest of the site in Spanish. There were many helpful tools like caffeine assessors and sleep habit quizzes that showed her how she should change her behavior to improve her sleep quality. Then she watched an educational video on sleep aids and addiction and found out that Rx sleep aids were safe and non-habit forming. Best of all, she read a testimonial from a young mother who had gone out and got some help. "She's just like me!" Rosa thought. Rosa signed up for an email newsletter on insomnia and returned to the site many times to use its symptom checker tools and watch more videos. She even emailed the links to her mother. Eventually, Rosa got up the courage and found time to go visit her doctor. After all, her children were worth it!

"Rx sleep aids just scare me. I need to learn more about them."

Rosa's Goals

- Look for a 'solution' to her sleep problem that's safe, effective and non-habit forming
- Learn more about insomnia
- Manage her overall cost
- Discover whether other people share her suffering and shame

Rosa's Tasks

- Watch educational videos on insomnia and read about Rx sleep solutions and safety
- Read sufferers' testimonials and KOLs blogs
- Use a symptom assessor tool to track and determine if she has insomnia
- Sign up to receive further email communications

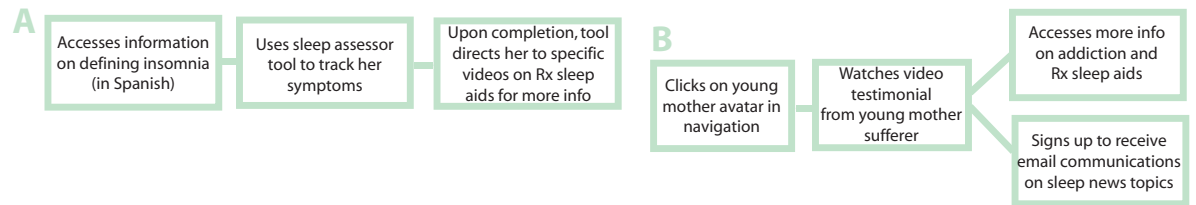
Sanofi-Aventis' Goals

- Identify and educate about insomnia
- Educate about Rx sleep aid category
- Address Rx fears
- Drive to HCP

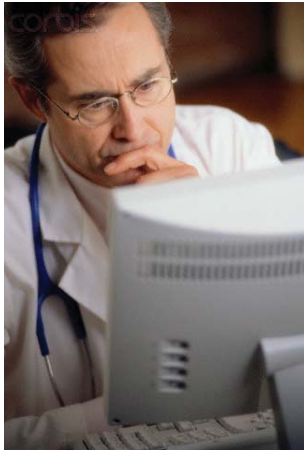
Business Strategies for this Customer

- Describe unique product benefits
- Provide disease state information
- Establish positive view of Rx solution against barriers of safety and stigma
- Provide interactive forums to access HCPs and peer KOLs

Sample Pathways



HCP: "Improve my practice."



PROFILE

Dr. Joel Kirschner

General Practitioner, private practice & takes insurance
Heavy internet user, uses broadband online daily from home and office

Very stressed but loves his job; limited time makes his efforts very directed and intense

MINDSET & MOTIVATIONS

- I want practice tools and guides that allow me to have a dialogue with my patients
- I want to use promotional and nonpromotional sources of information in concert
- The internet is a critical resource for me but it doesn't have the right information for my patients

BARRIERS & CRITICAL FACTORS

	Low				High
Price	[Progress bar]				
Effectiveness	[Progress bar]				
Doctor Recommends	[Progress bar]				
Dependence	[Progress bar]				
Safety	[Progress bar]				
Stigma	[Progress bar]				

Scenario

"Dr. Kirschner it's Phyllis Schacter on line 2 to go over her insomnia assessor," said Dr. Joel Kirschner's receptionist over the intercom. "Oh, good," he said and picked up the phone. Dr. Joel had met with Phyllis last week after her concerns that her continuing sleeping problem could be something more serious. After consultation, he believed that she could have clinical insomnia, but he needed to see more concrete tests. Luckily, the Healthcare Provider section of the Ambien CR website gave him just the tools he needed. There, he had a caffeine assessor as well as several sleep behaviour quizzes that he print out and show her. Then he assigned Phyllis to fill out not only these assessors but also a sleep diary which she could log on to via the ACR consumer side. Now, he could go over the diary with Phyllis online because he was also permitted by her to see it. "I'm looking here at the results of your log now, Phyllis and I definitely think you need some Ambien CR. Have your pharmacist call me for a prescription."

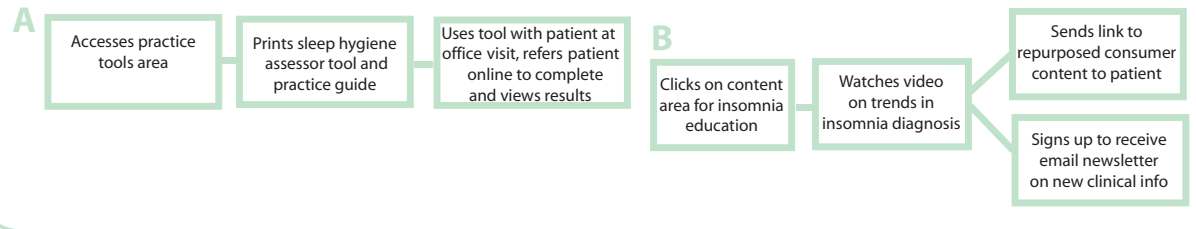
Dr. Joel really appreciated the Ambien CR HCP site compared to other HCP sites he'd seen. They took a different approach. A heavy internet user, with very limited time, Dr. Joel had to search via his home and office T1 lines for the latest specific insomnia information and clinical data. He found the Ambien CR HCP site through one of those searches and realized that it was not treating him like another consumer, flooding him just with ads. Rather, this HCP site functioned like a real B2B site, providing him tools and information which helped him streamline his care for his patients.

Not only was there the desired latest information on Ambien CR dosing administration and drug interactions, but it also had a section outlining results for Sanofi's pipeline in the sleep Rx space, keeping him up to date. It also had all of his sales rep's collateral online, making his time with his rep more efficiently spent on obtaining samples and updates, as well as providing a convenient method to drive collateral to patients. It also had a robust education section on insomnia, which Dr. Joel appreciated since, with his busy general practice, he did not consider himself an expert in the space. Later that day during his lunch break, he was looking forward to listening to a podcast from a renowned sleep researcher on the effects of Ambien CR on certain co-morbidities and viewing some video topics on-demand about trends in insomnia diagnosis.

Most useful of all, there were practice tools like Phyllis' assessors and a wizard showing Ambien CR's managed care coverage. They not only allowed him to motivate a dialogue with his patients about their sleep issues, but also let him actively direct his patients to the consumer side of the site, where these tools were repurposed, gated through registrations and driven by site reminders to complete, so his patients could actively share their data with him via the web, speeding time to diagnosis and treatment. "This is how the internet can help me do my job better," he mused. "If only other businesses were thinking this far ahead of the curve."

"The internet should help me do my business"

Sample Pathways



Dr. Joel's Goals

- Learn about latest clinical info on insomnia and Ambien CR
- Discover what practice tools are available that he can use with and give to his patients
- Learn how to have a dialogue with his sales Rep online
- Improve his practice by effectively managing his time and costs and providing value to his patients

Dr. Joel's Tasks

- Watch info videos on prescribing information and insomnia diagnosis; email link to consumer version of content to a patient
- Search and download patient guides for use in office and email
- Listen to lunch podcast of lecture by respected sleep disorder researcher Dr. Daniel Mendelsohn
- Access clinical trial information for Epilvanserin and Volinanserin
- Access his personal Sanofi Rep area to order more promotional materials and ask questions

Sanofi-Aventis' Goals

- Motivate incremental scripts
- Motivate HCP/Patient dialogue
- Reinforce product choice
- Pre-empt competitors
- Educate about insomnia and sleep aid category

Business Strategies for this Customer

- Describe unique product benefits and pipeline news
- Provide online access to Reps
- Provide latest disease state info and access to medical KOLs
- Provide practice tools that foster patient/HCP communication