



JANINE

Searching for answers

Coming to grips with a new cancer diagnosis

Janine is a small business owner. She has a storefront in a local mall where she sells her own arts and crafts as well as pieces she buys online. During her down time at home and at work, she browses the Internet on her laptop. She uses social media extensively to promote and advertise her work.

Janine was recently diagnosed with breast cancer. It was a shock for her and her partner when they got the diagnosis, even though she knew that breast cancer was one of the leading types of cancer for African American women. She does not know how she is going to keep her business running while simultaneously receiving treatment. She is worried about paying for medications and out of pocket insurance costs.

After her first appointment with the oncologist, she realized that although she'd tried to listen carefully, she could hardly remember anything she said. After that, she brought a notepad and wrote everything down. Although she took copious notes during her appointments, Janine has trouble finding websites with helpful information.

She started following some healthcare Twitter feeds and "liked" some pages on Facebooks, but she started receiving more notifications than she expected. She feels overwhelmed by the amount of treatment and recovery information she comes across on the Internet. When she finds a site she likes, she relies on the navigation menus to get around. It's very helpful when the link destinations can be inferred from their title; that makes it easy for her to locate specific content. The difficulty she has with locating information online can potentially cause complications with following at-home care instructions.

Because most things relating to cancer are new to Janine, she likes to find information on sites in Q&A formats. She looks for answers to questions about what her treatment options are, what the side effects of those treatments will be, and where she can find qualified specialists. Janine hopes her partner and family will be able to provide the support she needs during this difficult time.

ABOUT JANINE

- 43 years old
- Accesses Internet through a laptop
- Runs a business
- Lives in Boston, MA
- Medical Literacy: Low, but she will need to start learning more
- Income Level: \$40-50K

CANCER JOURNEY



TOP TASKS FOR CANCER INFORMATION

- How do I find a cancer specialist?
- What is my prognosis?
- What treatments are the most effective?
- Paying for medications not covered by insurance

FAVORITE HEALTH SITES

- WebMD
- Health Grades

WEB AND SEARCH SKILLS



Gets By

- Experienced, but has a hard time finding reputable sites
- Uses social media extensively for work

USABILITY NEEDS

She's learning to get more out of the web than social media. Janine prefers site navigation menus with clear link destinations. Because everything is new to her at this point, she likes Q&A formats. To go online she uses desktop sites only.



ANTONIO & CLAUDIA

Co-Browsers

Nosotros estamos averiguando lo que necesitamos saber.

(We are finding out what we need to know.)

Claudia has a family history of breast cancer – her grandmother and mother were diagnosed years ago, and her sister was diagnosed when she turned 30. They heard that there is a family connection, and Antonio and Claudia are worried.

Both of them speak and read English well. Claudia earned an associate’s degree and is the manager at a clothing store. Antonio completed a bachelor’s degree and works in accounting.

Antonio and Claudia access the Internet through a desktop computer at home. They are not very skilled, and they only use it together – one never goes on the Internet without the other. Claudia will often sit on Antonio’s lap while they look for cooking recipes. Because Claudia has more experience with the Internet than Antonio, she is usually the one who uses the mouse when they browse. Antonio usually points out items on the screen as they are browsing. When they are navigating a site, they discuss and then decide together where they will click before actually doing so. They have a shared account on Facebook—they “like” and share information, but usually just photos.

Like many women in their community, Claudia takes the lead in finding health information for her family. When she finds good medical information, she prints it. She sticks to a few sites that she likes and trusts, including some Spanish-language ones.

ABOUT ANTONIO & CLAUDIA

- 45 & 42 years old, respectively
- Access Internet with desktop PC
- He works in an accounting department. She is the manager of a clothing store
- Live just outside Chicago in Belvidere, IL with 2 children
- Mexican ancestry
- English fluency: Medium
- Spanish fluency: High
- Acculturation: Medium
- Medical Literacy: Low
- Household Income: \$84K

CANCER JOURNEY



TOP TASKS FOR CANCER INFORMATION

- ¿Cuál es la posibilidad que Claudia padezca cáncer?* (What is the probability that Claudia will have cancer?)
- ¿Estará recibiendo el tratamiento apropiado su madre?* (Is her mother getting the right treatment?)

TOP VISITED CANCER.GOV ESPAÑOL PAGES

- Índice de hojas informativas*
- Tratamiento*

FAVORITE HEALTH SITES

- American Cancer Society

WEB AND SEARCH SKILLS



- Proficient, but not expert web skills

USABILITY NEEDS

Pages need to be clear and written in simple to understand language.