Ms. GIOVANA

Brindisi, Italy

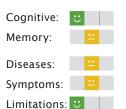
Well aged

Age: 85











About & Family:

Mrs. Giovana lives together with her husband, her two children and their families in their big house on different floors. She and her husband are on the ground floor. They are a big family and she has many grandchildren. They have no financial problems.

Limitations/Difficulties in

climbing up several flights of stairs

Health

She is both physically and cognitively healthy. She does not have any diseases except for a cataract detected recently on one of her eyes. She uses drugs to keep it under control. However, she can see and hear well. She is slightly overweight and has pain in her knees and other joints, which leads to difficulties in climbing up several flights of stairs.

Diseases

cataract

Symptoms

pain in back, knees, hips

Social

Mrs. Giovana is a very positive and communicative person. She is happy living with her whole family and especially with the grandchildren. She loves them and takes care of them whenever their parents are not at home.

Psychographics

happy, positive,

communicative,

hopeful

Drugs

yes

Hearing good

Eyesight

good, cataracts Educational level

basic

Risks

overweight

Technology Usage

Mrs. Giovana likes watching TV and listening to the radio. The grandchildren are keen on playing with the computer and telling their grandmother about the new technologies, or showing her something that they found on the internet. Although she likes listening them, she does not actively use a computer or a mobile phone.

General Attitude towards Technology

neutral

Media - Communication

TV

radio

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