

# CURE Elderly-Personas

## Acknowledgements

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programm  
**benefit**



bm The logo for the Vienna Institute of Demography (VfI) consists of the letters 'vfi' in a stylized, rounded font. The 'v' and 'f' are blue, and the 'i' is green.



Andreas RENNER

Hamburg, DE

Healthy runner

Age: 71

Family & Home

Social contacts

Income



Limitations/Difficulties in

none

Cognitive:







Memory:







Diseases:







Symptoms:







Limitations:







Drugs

none

Hearing

good

Eyesight

glasses

Educational level

medium

Risks

none

Psychographics

active,  
positive,  
happy

General attitude towards technology

negative

Devices in use

TV

hi-fi system

radio

MP3-player

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Peter Meister


Vienna, AT


Bon vivant artist

Age: 68

Family & Home

Social contacts


Income





Limitations/Difficulties in

none


Cognitive:










Memory:










Diseases:










Symptoms:









Limitations:







Drugs

none

Hearing

good

Eyesight

glasses

Educational level

medium

Risks

drinks, smokes

Psychographics

active,  
satisfied with his life  
sometimes feels lonely

General attitude towards technology

positive

Devices in use

Computer with internet connection

mobile phone

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Michael ELEND


Munich, DE


Dissatisfied & getting old

Age: 75

Family & Home

Social contacts


Income





Limitations/Difficulties in

getting up from chair,  
climbing stairs,  
crouching, kneeling, stooping,  
pulling and pushing large objects,  
lifting or carrying weights over five kilos,  
sleeping,  
dressing, including wearing shoes,  
bathing

Cognitive:









Memory:










Diseases:









Symptoms:









Limitations:







Drugs

yes

Hearing

good

Eyesight

glasses, cataract

Educational level

basic

Risks

socially inactive

Psychographics

depressed,  
sad,  
feels incapable

General attitude towards technology

neutral

Devices in use

radio,

CD player

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Ingobert TUGEND


Graz, AT

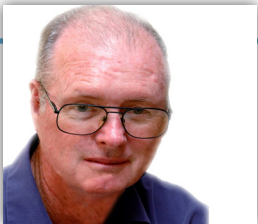
Lonely widower

Age: 78

Family & Home

Social contacts


Income





Limitations/Difficulties in

doing housework,  
crouching, kneeling, stooping,


Cognitive:










Memory:










Diseases:










Symptoms:









Limitations:







Drugs

yes

Hearing

good

Eyesight

glasses

Educational level

medium

Risks

overweight, bad memory

Psychographics

hopeful,  
satisfied with his life,  
forgetful

General attitude towards technology

positive

Devices in use

TV

LP player

radio

computer with internet connection

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Achim HERZ

Zams, AT

Heart-patient farmer

Age: 71

Family & Home

Social contacts

Income



Limitations/Difficulties in

getting up from chair,  
climbing several flights of stairs,  
stooping, kneeling,  
reaching or extending arms above

Cognitive:







Memory:







Diseases:







Symptoms:







Limitations:







Drugs

none

Hearing

aid

Eyesight

glasses

Educational level

basic

Risks

obese, drinks, inactive

Psychographics

depressed,  
negative,  
pessimistic

General attitude towards technology

neutral

Devices in use

TV

computer with internet connection

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Stefan VATER


Stuttgart, DE

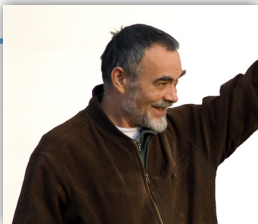
Devoted family man

Age: 63

Family & Home

Social contacts


Income





Limitations/Difficulties in

none


Cognitive:










Memory:










Diseases:










Symptoms:









Limitations:







Drugs

yes

Hearing

good

Eyesight

glasses

Educational level

high

Risks

overweight

Psychographics

active,  
religious,  
hopeful

General attitude towards technology

positive

Devices in use

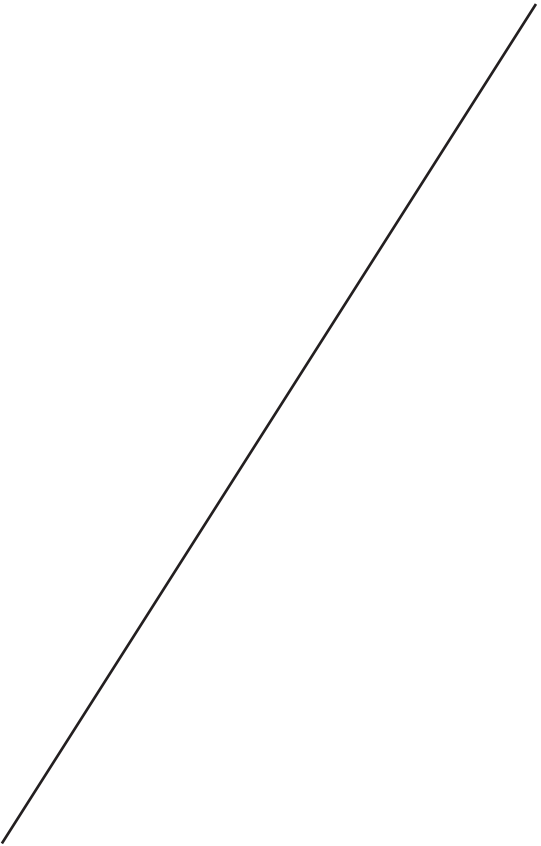
TV

computer with internet connection

mobile phone

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Doris SCHWESTER


Wels, AT


Living alone, faithful

Age: 73

Family & Home

Social contacts

Income



Limitations/Difficulties in

climbing several flights of stairs,  
shopping for groceries,  
doing work around the house or garden

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:

Drugs

none

Hearing

good

Eyesight

glasses

Educational level

medium

Risks

social inactive

Psychographics

modest,  
religious,  
lonely

General attitude towards technology

neutral

Devices in use

TV  
mobile phone

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Roswitha BLUMENTHAL


Rostock, DE


Idealist ex-hippie

Age: 64

Family & Home

Social contacts

Income



Limitations/Difficulties in

none

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:

Drugs

yes

Hearing

good

Eyesight

glasses

Educational level

high

Risks

none

Psychographics

active,  
positive,  
happy

General attitude towards technology

positive

Devices in use

computer with internet connection

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Hilde EIFRIG

Eisenstadt, AT

Osteoporosis patient

Age: 75

Family & Home

Social contacts

Income



Limitations/Difficulties in

walking 100m,  
getting up from chair,  
climbing stairs,  
carrying heavy objects more than five kilos,  
difficulties in shopping for groceries,  
doing work in house and garden

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:

Drugs

yes

Hearing

less than good

Eyesight

cataracts, glasses

Educational level

basic

Risks

obese

Psychographics

sad,  
satisfied with her life,  
forgetful

General attitude towards technology

neutral

Devices in use

TV  
radio

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Maria-Klaus LIEGE


Innsbruck, AT


Resigned and ill

Age: 71

Family & Home

Social contacts

Income



Limitations/Difficulties in

difficulties in sitting for two hours,  
getting up from chair or bed,  
climbing several flights of stairs, stooping, kneeling,  
reaching or extending arms above shoulders,  
pulling or pushing large objects,  
lifting or carrying weights over five kilos,  
shopping,  
doing housework,  
bathing

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:

Drugs

yes

Hearing

good

Eyesight

glasses

Educational level

basic

Risks

obese, bad memory

Psychographics

active,  
positive,  
happy

General attitude towards technology

negative

Devices in use

TV

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Judith EINZIG


Kiel, DE


Divorced, hardworking

Age: 62

Family & Home

Social contacts

Income



Limitations/Difficulties in

difficulty in carrying objects heavier than five kilos

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:

Drugs

none

Hearing

good

Eyesight

good

Educational level

medium

Risks

none

Psychographics

stressed,  
depressive,  
tearful

General attitude towards technology

positive

Devices in use

TV  
laptop with internet connection  
mobile phone

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Ingrid REISEN


Koblenz, DE


Well aging Spain-tourist

Age: 66

Family & Home

Social contacts

Income



Limitations/Difficulties in

none

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:

Drugs

none

Hearing

good

Eyesight

good

Educational level

basic

Risks

overweight, smokes

Psychographics

joyful,  
forgetful,  
religious

General attitude towards technology

negative

Devices in use

TV  
computer games

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Adelheit HÜFTLEID

Vienna, AT


Grandma with osteoporosis

Age: 84

Family & Home

Social contacts

Income



Limitations/Difficulties in

climbing several flights of stairs,  
shopping for groceries,  
doing work around the house or garden

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:

Drugs

none

Hearing

good

Eyesight

glasses

Educational level

medium

Risks

social inactive

Psychographics

modest,  
religious,  
lonely

General attitude towards technology

neutral

Devices in use

TV  
mobile phone

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Luise INSEL


Berlin, DE


Diabetes patient

Age: 88

Family & Home

Social contacts

Income



Limitations/Difficulties in

none

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:

Drugs

yes

Hearing

good

Eyesight

glasses

Educational level

high

Risks

none

Psychographics

active,  
positive,  
happy

General attitude towards technology

positive

Devices in use

computer with internet connection

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Maria JUNG

Linz, AT

Well aged

Age: 85

Family & Home

Social contacts

Income



Limitations/Difficulties in

walking 100m,  
getting up from chair,  
climbing stairs,  
carrying heavy objects more than five kilos,  
difficulties in shopping for groceries,  
doing work in house and garden

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:

Drugs

yes

Hearing

less than good

Eyesight

cataracts, glasses

Educational level

basic

Risks

obese

Psychographics

sad,  
satisfied with her life,  
forgetful

General attitude towards technology

neutral

Devices in use

TV  
radio

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Siegfried TRAUER


Euskirchen, DE


Mourning

Age: 82

Family & Home

Social contacts

Income



Limitations/Difficulties in

getting up from chair,  
lifting or carrying weights over five kilos,  
using a map in a strange place,  
preparing a hot meal,  
doing work around the house or garden

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:

Drugs

yes

Hearing

less than good

Eyesight

less than good, glasses

Educational level

medium

Risks

none

Psychographics

depressed,  
introverted,  
sentimental

General attitude towards technology

neutral

Devices in use

TV  
LP player

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Karl-Heinz RUHEND


Leipzig, DE


Physically inactive

Age: 85

Family & Home

Social contacts

Income



Limitations/Difficulties in

walking 100 meters,  
climbing stairs,  
kneeling, pulling or pushing objects,  
dressing including shoes and socks,  
shopping,  
preparing a hot meal,  
managing money

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:

Drugs

yes

Hearing

good

Eyesight

cataracts, good

Educational level

basic

Risks

inactive, mental fatigue

Psychographics

satisfied with his life,  
forgetful,  
religious

General attitude towards technology

negative

Devices in use

TV

http://elderlypersonas.cure.at


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Helmuth SCHLINGEL

Bregenz, AT

Well aged

Age: 88

Family & Home

Social contacts

Income



Limitations/Difficulties in

none

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:

Drugs

none

Hearing

aid

Eyesight

glasses

Educational level

basic

Risks

overweight

Psychographics

joyful,  
happy,  
positive

General attitude towards technology

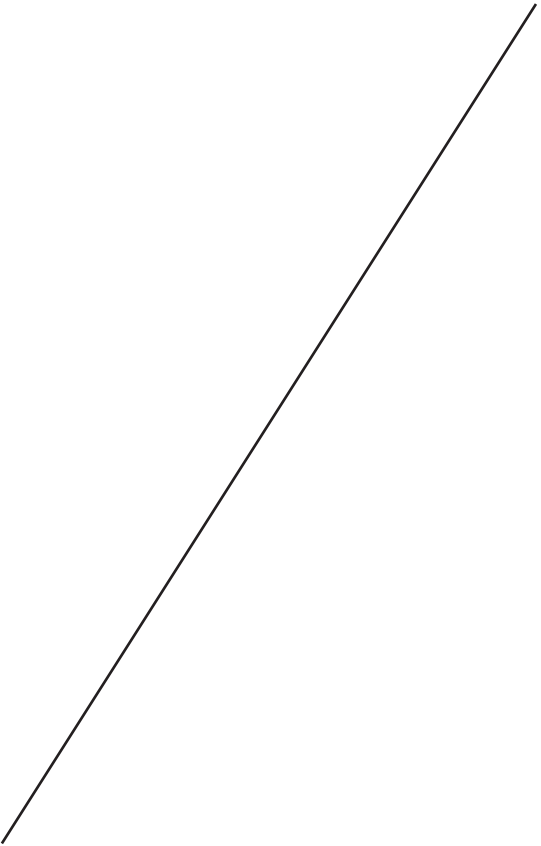
negative

Devices in use

TV  
mobile phone

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Ms. JUNGENSEN


Malmoe, SE


Well aged

Age: 85

Family & Home

Social contacts

Income



Limitations/Difficulties in

walking 100 meters

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:

Drugs

yes

Hearing

good

Eyesight

good

Educational level

medium

Risks

overweight

Psychographics

happy, positive, hopeful

Diseases

heart problems, high cholesterol

Symptoms

swollen legs

General attitude towards technology

neutral

Devices in use

TVradio

mobile phone

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Ms. ALLENSON

Umea, SE

Diabetes patient

Age: 88

Family & Home

Social contacts

Income



Limitations/Difficulties in

walking for 100 meters  
climbing up stairs,  
kneeling, stooping, crouching,  
pulling or pushing large objects,  
lifting or carrying weights more than five kilos,  
dressing, including shoes and socks,  
bathing or showering,  
preparing a hot meal,  
doing work around the house

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:

Drugs

yes

Hearing

good

Eyesight

glasses

Educational level

basic

Risks

inactive

Psychographics

depressed, inactive, withdrawn

Diseases

stroke, arthritis, rheumatism, osteoporosis

Symptoms

heart trouble, fear of falling down, intestine problems, incontinence

General attitude towards technology

negative

Devices in use

TV

http://elderlypersonas.cure.at

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Ms. OSTEGAARD

Copenhagen, DK

Grandma

Age: 84

Family & Home

Social contacts

Income



Limitations/Difficulties in

climbing several flights of stairs,  
stooping, kneeling, crouching,  
lifting or carrying weights more than five kilos,  
shopping,  
managing money,  
sleeping

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:

Drugs

yes

Hearing

aid

Eyesight

cataracts, glasses

Educational level

medium

Risks

overweight

Psychographics

modest, depressed, tearful

Diseases

heart problems,

Symptoms

pain in joints, breathlessness, dizziness, faints

General attitude towards technology

negative

Devices in use

TV

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Mr. CALMBERG


Stockholm, SE

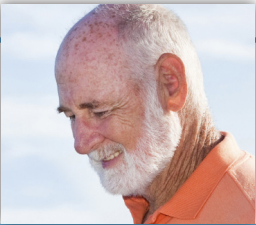
Diabetes patient

Age: 85

Family & Home

Social contacts

Income



Limitations/Difficulties in

kneeling, stooping, crouching,  
climbing several flights of stairs  
doing work around the house or garden

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:

Drugs

yes

Hearing

aid

Eyesight

glasses

Educational level

basic

Risks

overweight

Psychographics

satisfied with his life, passive, forgetful

Diseases

high blood pressure, diabetes

Symptoms

breathlessness, incontinence

General attitude towards technology

negative

Devices in use

TV

http://elderlypersonas.cure.at


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Mr. TRAUSSEN


Skagen, DE


Mourning

Age: 82

Family & Home

Social contacts

Income



Limitations/Difficulties in

getting up from chair

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:

Drugs

yes

Hearing

good

Eyesight

cataracts, good

Educational level

basic

Risks

inactive, mental fatigue

Psychographics

sad, introverted, sentimental

Diseases

heart attack

Symptoms

pain in back, knees, joints

General attitude towards technology

neutral

Devices in use

TVcomputer with internet connection

http://elderlypersonas.cure.at


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Mr. JOHNSEN


Odense, DK


Well aged

Age: 88

Family & Home

Social contacts

Income



Limitations/Difficulties in

none

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:

Drugs

none

Hearing

good

Eyesight

cataracts

Educational level

basic

Risks

none

Psychographics

joyful, happy, positive

Diseases

cataracts

Symptoms

none

General attitude towards technology

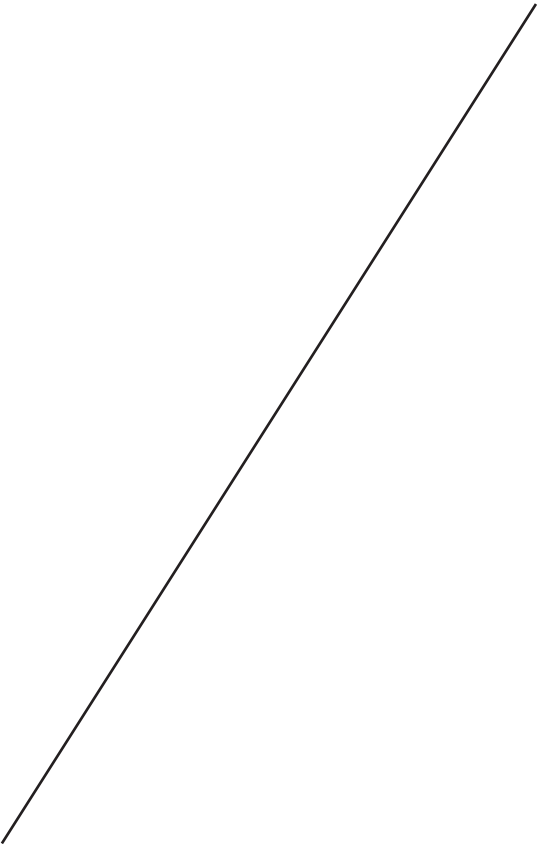
negative

Devices in use

TVmobile phone

http://elderlypersonas.cure.at

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Ms. VITALIS


Athens, EL

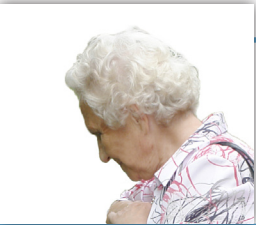
Granma with osteoporosis

Age: 84

Family & Home

Social contacts

Income



Limitations/Difficulties in

walking 100 meters,  
getting up from chair and out of bed,  
climbing stairs, kneeling,  
lifting more than five kilos,  
dressing incl. shoes & socks,  
bathing,  
shopping,  
doing work around house,  
using map in a strange place

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:

Drugs

yes

Hearing

less than good

Eyesight

glasses

Educational level

medium

Risks

inactive

Psychographics

dissatisfied,  
melancholic

General attitude towards technology

negative

Devices in use

TV

http://elderlypersonas.cure.at


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Ms. ISOLA


Venice, IT


Religious widower

Age: 88

Family & Home

Social contacts

Income



Limitations/Difficulties in

climbing up stairs,  
kneeling, stooping, crouching,  
pulling or pushing large objects,  
sleeping

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:

Drugs

yes

Hearing

good

Eyesight

good

Educational level

basic

Risks

overweight

Psychographics

religious,  
communicative

General attitude towards technology

negative

Devices in use

TV

http://elderlypersonas.cure.at


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Ms. GIOVANNA


Brindisi, IT


Well aged

Age: 85

Family & Home

Social contacts

Income



Limitations/Difficulties in

climbing several flights of stairs

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:

Drugs

yes

Hearing

good

Diseases

cataract

Symptoms

pain in back, knees, hips

Eyesight

cataracts, glasses

Educational level

basic

Risks

overweight

Psychographics

happy,  
positive,  
communicative

General attitude towards technology

neutral

Devices in use

TV  
radio

http://elderlypersonas.cure.at

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Acknowledgements

The CURE-Elderly-Personas are fictitious persons synthetically generated from average traits mixed across countries. Photos are taken from an external database. CURE-Elderly-Personas materials and documents do not represent private data from a single person. Information included in CURE-Elderly-Personas materials and documents do not infringe any privacy and data security rights.


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Mr. CALMO


Palermo, IT

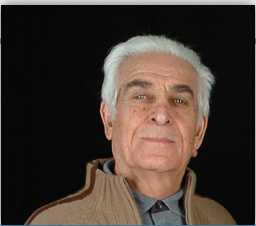
Grandpa with arthritis

Age: 85

Family & Home

Social contacts

Income



Limitations/Difficulties in

climbing several flights of stairs,  
kneeling, pulling or pushing objects,  
dressing including shoes and socks,  
getting up from stairs

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:

Drugs

yes

Hearing

good

Eyesight

glasses

Educational level

basic

Risks

overweight

Psychographics

satisfied with his life,  
forgetful,  
religious

General attitude towards technology

negative

Devices in use

TV

http://elderlypersonas.cure.at


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Mr. TRAUIS


Hania, EL

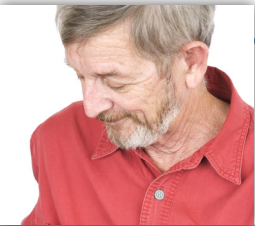
Mourning

Age: 82

Family & Home

Social contacts

Income



Limitations/Difficulties in

walking 100 meters,  
lifting or carrying weights over five kilos,  
stooping, kneeling, crouching,  
climbing one flight of stairs,  
dressing, incl. shoes and socks,  
bathing,  
preparing a hot meal,  
shopping for groceries,  
sleeping

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:

Drugs

yes

Hearing

less than good

Eyesight

less than good

Educational level

medium

Risks

inactive

Psychographics

positive,  
introverted,  
religious

General attitude towards technology

neutral

Devices in use

TV  
radio

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Mr. NICOLO


Thessaloniki, EL


Well aged

Age: 88

Family & Home

Social contacts

Income



Limitations/Difficulties in

none

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:

Drugs

none

Hearing

good

Diseases

high blood pressure

Symptoms

stomach problems

Eyesight

glasses

Educational level

basic

Risks

overweight

Psychographics

joyful,  
happy,  
positive

General attitude towards technology

negative

Devices in use

TV  
mobile phone

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