

CURE Elderly-Personas

Acknowledgements

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CURE

Elderly-Personas

Age Group 60 - 79

Central Europe

Healthy Runner

Age: 71















Family & Home



Social contacts



Income

Cognitive:   Memory:   Diseases:   Symptoms:   Limitations:   

About & Family:

Andreas is married and has no children, but he has two younger brothers. His wife has a 94-year-old mother who lives in a nursing home.

Andreas worked as a pharmacist and is now retired. He has no financial problems and is very healthy.

Health

He has no diseases or age-related limitations and takes good care of himself, since he aims to stay healthy until he is 90.

He is normal weight and very fit for his age. He has needed glasses since he was 20. He also needs reading glasses.

Social

Andreas is a minimalist who likes being in nature. He runs regularly, enjoys cycling and does yoga. He is interested in alternative medicine such as homeopathy. He is socially active together with his wife and enjoys his free time after many years of work.

Technology Usage

Andreas does not like using technological devices such as mobile phones. He thinks that they are not healthy to use. He still writes letters and uses a land-line phone. His primary sources of information are newspapers, radio and TV - but he watches only the news. The only electronic devices he has are a hi-fi system and an MP3-player that he uses when he goes for running.

Limitations/Difficulties in

none

Diseases

none

Symptoms

none

Psychographics

active,
positive,
hopeful,
optimistic,
happy,
enthusiastic

Drugs

none

Hearing

good

Eyesight

glasses

Educational level

medium

Risks

none

General attitude towards technology

negative

Devices in use

TV
radio
hi-fi system
MP3-player

<http://elderlypersonas.cure.at>

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Living alone, faithful

Age: 73




Family & Home





Social contacts





Income

Cognitive: 

Memory: 

Diseases: 

Symptoms: 

Limitations: 



About & Family:

Doris lives alone in her apartment. She has no children or any living family members. Being a religious woman, Doris spends her time praying and in solitude. She was never married and lived until her 50s together with her mother, and took care of her until her death. She has a small pension that barely covers her costs at the end of the month.

Health

She does not have any diseases or complaints, however she notices that she is getting old when she has difficulties in climbing stairs or doing work around the house. Last year she had an investigative cardiac catheterization but the result was negative. She can hear well, but needs reading glasses. Due to her concentration problems and her weak memory, she has difficulties in shopping and either forgets to buy things or buys things that she already bought multiple times.

Social

Doris is a lonely person in her daily life. She has some acquaintances but no close friends. She regularly attends the church; however, she does not partake in sports or social activities. Even though she is thankful for being healthy and alive, she sometimes feels sad and very alone.

Technology Usage

She has a mobile phone that she does not use much. At home she has an old TV, which is her main source of information about daily news. She is used to silence and likes reading books. She does not have a computer.

Limitations/Difficulties in

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

Diseases

none

Symptoms

none

Psychographics

satisfied,
religious,
modest,
forgetful,
lonely,
obedient

Drugs

none

Hearing

good

Eyesight

glasses

Educational level

medium

Risks

social inactive

General attitude towards technology

neutral

Devices in use

TV,
mobile phone

Dissatisfied & getting old

Age: 75



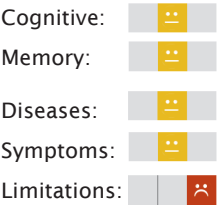
Family & Home



Social contacts



Income



About & Family:

Michael was a merchant who saved more than enough for his retirement and still supports his two children financially. His wife is in close contact with them through her mobile phone while he just receives news over his wife, but they all see each other weekly. Although they get along well, his wife and Michael no longer sleep in the same room, because he cannot sleep well and often gets up in the night.

Health

Michael is a diabetes patient and also suffers from high blood pressure and pain in his joints. He is not able to move without having difficulties, cannot see well and has a cataract on one eye. Getting up from a chair or climbing stairs makes him short of breath. It is difficult for him to dress himself or take a shower. He needs help with his daily activities and personal hygiene, as well as with his injections. Additionally, he often forgets to take his medicine.

Social

Michael often feels tired and excluded. He does not have any friends and spends most of his time at home. Spending time with his cat makes him feel better. He is usually depressed and melancholic. Nowadays, he eats less than he used to. He sometimes feels helpless and incapable of standing on his own feet, since he always needs the help of his wife.

Technology Usage

He does not have a mobile phone or a computer. What he likes is listening to radio while his cat sits on his lap. Recently, his children gave him a CD player and a set of audio books for his birthday.

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

Diseases

high blood pressure,
diabetes,
cataract

Symptoms

pain in joints, back, knees

Psychographics

depressed,
sad,
forgetful,
dissatisfied with his life,
feels incapable

Drugs

yes

Hearing

good

Eyesight

glasses, cataract

Educational level

basic

Risks

socially inactive

General attitude towards technology

neutral

Devices in use

radio
CD player

Bon vivant artist

Age: 68



Family & Home




Social contacts




Income


Cognitive:




Memory:




Diseases:



Symptoms:



Limitations:





About & Family:

Peter was a sculptor coming from a rich family and did not need to worry about his retirement days. He is quite healthy and has no diseases or age-related limitations.

He never married but has had long-term relationships. He is now single and has no living family members.

Health

Except for his glasses, he does not need any medical aid or support. He does not have any diseases or limitations and he does not feel old yet. He smokes heavily and drinks regularly, sometimes in excess. Although he has many social contacts, he recently started feeling lonely and sad as he lost some of his close friends. Some of his other friends have moved into nursing homes because of their health problems.

Social

As a young man, Peter was very popular amongst his friends and was always invited to events. He is still locally well-known as an artist. He was never interested in being a mentor for younger artists and always did everything alone. He visits a couple of coffee houses and bars regularly and meets friends there. He is keen on having fun, drinking alcohol and smoking.

Technology Usage

Peter has a mobile phone, which he always takes with him in order to be available to his social contacts, as he spends most of his time out of his flat. He has a computer and internet connection but uses them rarely. He does not have a TV and mostly stays informed about daily issues via friends and newspapers.

Limitations/Difficulties in

none

Diseases

none

Symptoms

none

Psychographics

active,
self-oriented,
feels lonely sometimes,
satisfied with life,
likes having fun

Drugs

none
[Hearing](#)
good
[Eyesight](#)
glasses
[Educational level](#)
medium
[Risks](#)
drinks
smokes

General attitude towards technology

positive

Devices in use

computer with internet connection,
mobile phone

Divorced, hardworking

Age: 62




Family & Home





Social contacts





Income

Cognitive: 

Memory: 

Diseases: 

Symptoms: 

Limitations: 



About & Family:

Judith is still working in an insurance company and earning well as an experienced and hard-working employee. Her job takes up much of her time and she often has a lot of stress related to her workload and responsibilities.

Judith is divorced and has been living alone for three years. She never wanted to have children. She has an 86-year-old mother in a nursing home and an older brother living in Canada.

Health

She has high blood pressure and weak muscles, which makes it difficult for her to carry her bag when it is full with documents and her laptop. She is normal weight and does not need glasses yet. She remarks that she cannot think as fast as she once could.

Social

As she works long hours, she has less time for herself and for a social life. Most of her friends are colleagues that she does not meet outside of the office. Sometimes in the evenings she calls her mother. Recently she notices that she cries easily even for small things when she is alone at home. She visits a psychologist regularly and has light symptoms of depression since she got divorced.

Technology Usage

She uses a computer and internet daily because of her job, but also privately. Her calendar and reminders are always with her on her laptop and mobile phone. She loves her laptop. She also shops online and uses internet banking. However, she does not uses the internet on her mobile phone. She likes watching TV at home.

Limitations/Difficulties in

difficulty in carrying objects heavier than five kilos

Diseases

high blood pressure

Symptoms

none

Psychographics

disciplined,
stressed,
hardworking,
lonely,
depressive,
tearful

Drugs

none

Hearing

good

Eyesight

good

Educational level

medium

Risks

none

General attitude towards technology

positive

Devices in use

TV,
laptop with internet connection,
mobile phone

Well aging Spain-tourist

Age: 66



Family & Home



Social contacts



Income

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:



About & Family:

Ingrid previously worked at the university library. She is very healthy and seems younger than she is. She likes travelling, as she has no diseases or limitations that would keep her at home and she has enough money to spend.

She is married and has a daughter and grandchildren that she sees several times a week.

Health

Ingrid is very healthy, has no diseases, limitations or symptoms. She uses contact lenses but she has also reading glasses. She is overweight and has tried to loose weight for a long time using various diets. However, she is too lazy to exercise regularly and is easily seduced by creamy desserts. Everybody in the family tries to convince her to quit smoking.

Social

She enjoys her life and free time. She especially enjoys visiting Spain and while there likes spending time on the beach reading a book. She also has many friends there with whom she goes on sightseeing trips. She loves her grandchildren and family. She brings gifts for them every time she comes back from Spain. Ingrid is also a religious person and sometimes attends activities organized by religious communities.

Technology Usage

She used computers during her employment, however Ingrid does not like working with technological devices. Her husband uses the computer and internet, but she does not show any interest. She does, however, like to sometimes play online arcade games and solitaire. Her husband has created shortcuts for her on the desktop so that she can easily access the online games. She is quickly distracted by the advertisements on the internet pages and easily gets lost or forgets the names and locations of the games she likes.

Limitations/Difficulties in

none

Diseases

none

Symptoms

none

Psychographics

joyful,
playful,
optimistic,
lazy,
desirous,
forgetful,
religious,
satisfied with her life

Drugs

none
[Hearing](#)
good
[Eyesight](#)
good
[Educational level](#)
basic
[Risks](#)
overweight,
smokes

General attitude towards technology

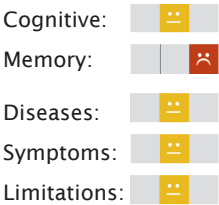
negative

Devices in use

TV
computer games

Lonely widower

Age: 78



About & Family:

Ingobert lives alone in his apartment and spends less and less time out of his house since he lost his wife three years ago. Ingobert has a child who is living abroad and therefore cannot visit him very often; however, they maintain contact via videoconference. He is retired from the national railways company and has a good income.

Health

He has had two heart attacks after the death of his wife. He is now careful and takes good care of his diet. However, he has difficulties doing housework, due to pain in his hands and wrists caused by rheumatism and arthritis. Moreover, he is forgetful and incautious. He often forgets to turn the taps or the oven off. He gets angry with himself after noticing that he once again forgot something. He cannot fall asleep easily and has recently begun to eat less. He often feels irritable, especially on those days when he cannot sleep well.

Social

Most of his friends have died or are living in nursing homes. He has no social activity or contacts other than the acquaintances he sometimes meets on the way when he goes shopping. As the flat, in which he lives is full of memories of his wife, he is thinking about moving into a nursing home. Moreover, he finds the flat a little large for living alone. Although he has had bitter experiences, he is still a positive person and enjoys life. He finds ways to solve his problems and feels prepared for the future.

Technology Usage

Ingobert uses a computer at home and has an internet connection. He does not like using the mouse and having to type text, however. He only uses it a couple of times a month to be able to communicate with his daughter abroad. He listens to radio and LPs and watches TV.

Limitations/Difficulties in

doing housework,
crouching, kneeling, stooping,

Diseases

heart attack,
high cholesterol,
arthritis and rheumatism

Symptoms

pain in back, knees, wrists
sleeping problems

Psychographics

hopeful,
optimistic,
positive,
modest,
forgetful,
satisfied with his life

Drugs

yes

Hearing

good

Eyesight

glasses

Educational level

medium

Risks

overweight,
bad memory

General attitude towards technology

positive

Devices in use

TV
radio
LP player

computer with internet connection

<http://elderlypersonas.cure.at>

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Resigned and ill

Age: 71



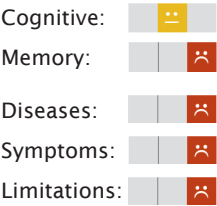
Family & Home



Social contacts



Income



About & Family:

Anne-Marie lives together with her husband in a country house. Their son lives abroad and they haven't seen him for over a year. Anne-Marie has always been introverted and slow in her actions. Being a housewife, she used to do the housework and gardening alone until she had a heart attack last year. Her husband also has diseases but he is still physically active.

Health

Anne-Marie is a heart patient and has many problems including osteoporosis. She has had an operation because of fractures in her hip. She can hardly move and is bordering on obese. Because of the diseases she has limitations in her daily life. Without the support of her husband she would not be able to keep going. She can hear well but uses reading glasses. She is forgetful and cannot concentrate for extended periods of time. She forgets things or gets easily confused and is afraid of making a mistake about her diet or pills.

Social

She is resigned from life, losing her self-confidence and feeling that she has lost control of her life. She cannot sleep well and is always tired. She feels too weak and afraid of falling down or needing another operation because of her diseases. She feels lonely and disabled by her diseases. Her husband spends more time out and her son does not pay attention to her. She is mostly bad-tempered and tearful. Even when she has the opportunity to do something socially, she is not interested in it.

Technology Usage

She likes watching TV in her armchair and talking on the phone with relatives. A bad memory and worsened cognitive functions make it difficult for her to use any technical device. She does not have a mobile phone and does not use any other devices.

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

Diseases

heart attack,
high blood pressure,
diabetes,
osteoporosis

Symptoms

heart trouble,
fear of falling down,
stomach problems,
pain in joints,
breathlessness,
swollen legs,
sleeping problems

Psychographics

depressed,
pessimistic,
anxious,
negative,
unhappy,
resigned,
lonely,
forgetful,
unsatisfied with her life

Drugs

yes
[Hearing](#)
good
[Eyesight](#)
glasses
[Educational level](#)
basic
[Risks](#)
obese
bad memory

General attitude towards technology

negative

Devices in use

TV

Heart-patient farmer

Age: 74



Family & Home



Social contacts



Income

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:



About & Family:

Achim is married and lives together with all of his children and grandchildren in their farmhouse. He has spent his entire life in the village. Achim has become a more difficult person as he has gotten older. He often has fights with everybody in the household. The family has a large plot of farmland. Recently his children started a new business – a rental house for vacations – to make some additional income. Their economic situation is currently not good.

Health

Achim is unhealthy, physically inactive, and is bordering on obese. All of these factors make his situation worse, as he is a heart patient. Last year he got a cardiac catheterization to measure intra-cardiac and intravascular blood pressure. He cannot move freely because of the pain in his back and knees. He has problems stooping, kneeling, crouching and climbing stairs. He has sleeping problems as well. He cannot see or hear well anymore although he is using a hearing aid.

Social

He does not participate in social activities. He spends most of his time in front of the TV. He is easily disappointed when things go wrong and cannot stand being the “old ill grandpa”. Achim has a close relationship with his grandchildren, although he is a difficult person. The fights he has with his children are mostly concerning administration issues of the farmhouse, as he still wants to decide everything on his own and the children want him to retire.

Technology Usage

Achim does not have technological devices, not even a mobile phone. He uses the internet from time to time together with his grandchildren. The grandchildren help him to use the computer. The children like playing Wii and have gotten Achim to play some games with them.

Limitations/Difficulties in

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

Diseases

heart problems,
high blood pressure &
cholesterol

Symptoms

pain in back,
sleeping problems

Psychographics

depressed,
pessimistic,
fatigue,
negative,
grumbly,
satisfied with his life

Drugs

yes

[Hearing](#)
aid

[Eyesight](#)

glasses

[Educational level](#)

basic

[Risks](#)

obese,

drinks,

inactive

General attitude towards technology

neutral

Devices in use

TV

computer with internet connection

Osteoporosis patient

Age: 75



Family & Home



Social contacts



Income

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:



About & Family:

Hilde is a tough woman who had been nursing her husband for a long time until his death. Being an experienced housewife, Hilde is living with one of her daughters, taking care of the grandchildren and helping her daughter, who is a single parent. They have financial difficulties. Hilda has two more daughters. One of them lives in the same city and the other one lives in Vienna.

Health

Hilde is a severe osteoporosis patient. Walking is not easy for her anymore, as she has pain in her knees and back. She stays at home since she is afraid of falling down and breaking her bones. She sits most of the time, therefore she has swollen legs and is very overweight. She has restless sleep and feels weak and low on energy. She uses reading glasses and cataract development was recently detected. She is using drugs to prevent further development.

Social

Hilde thinks that her age prevents her from living independently. She misses her husband and sometimes feels lonely and becomes tearful, thinking about the good old times. She feels sometimes that she would rather be dead. But life has a meaning for her and she tries to be happy with her family. She works voluntarily for a social work organization that raises funds by knitting and collecting old clothes and accessories from the neighbourhood, which are picked up regularly from her flat.

Technology Usage

She is forgetful and cannot cope with numbers. She does not see herself as competent enough to learn to use new technologies or devices. At home she watches TV and listens to radio.

She sometimes sits in front of the computer together with her grandchildren, but she just watches what they do or show her. She does not have a mobile phone.

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

Diseases

osteoporosis
high blood pressure &
cholesterol

Symptoms

pain in back, knees,
swollen legs,
sleeping problems,
fear of falling down

Psychographics

sad,
tearful,
arduous,
hopeful,
committed to the family,
down-to-earth,
forgetful,
satisfied with her life

Drugs

yes
[Hearing](#)
less than good
[Eyesight](#)
cataracts, glasses
[Educational level](#)
basic
[Risks](#)
obese

General attitude towards technology

neutral

Devices in use

TV
radio

Idealist ex-hippie

Age: 64



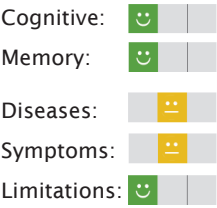
Family & Home



Social contacts



Income



About & Family:

Roswitha is a very active and socially engaged person who loves life. She studied at the university and worked as a social worker.

Roswitha and her husband have two children who are living in the same city. They often meet up or at least talk on the phone a couple of times a week. She has a good pension and has enough money to live without worries about the future.

Health

She has rheumatism and pain in her back, knees and joints. She takes drugs for joint support and for keeping her blood pressure under control, but she does not have any limitations in her daily life because of her diseases. She is normal weight and eats healthy food.

Social

Almost every week, she takes care of her grandson for a day. She loves playing with her grandson. She is an activist and does a lot of voluntary work in various organizations. She likes cultural events and going out with her husband and friends. Her schedule is always full and she needs to keep a calendar for all of the events and activities she attends. She goes swimming every week and takes long walks with her dog.

Technology Usage

She is very well-informed about current political issues and keeps herself up to date. She uses the computer and internet for e-mails. This is how she keeps in touch with her friends who live abroad and receives information and newsletters internationally. She hates TV and all kinds of mass media and looks for alternative sources of information.

Limitations/Difficulties in

none

Diseases

arthritis/rheumatism
high blood pressure

Symptoms

pain in joints,

Psychographics

happy,
positive,
active,
curious,
open minded,
satisfied with her life

Drugs

yes
Hearing
good

Eyesight
glasses

Educational level
high

Risks
none

General attitude towards technology

positive

Devices in use

computer with internet connection

Devoted family man

Age: 63





Family & Home







Social contacts







Income

Cognitive:  

Memory:  

Diseases:  

Symptoms:  

Limitations:  



About & Family:

Stefan is still working as a product manager and earning well. He is a busy man, but enjoys his time with his wife and children. He is married and has two children, who attend university in the same city. His children live in separate apartments but they come for dinners on weekends and keep in touch daily, since they have a close relationship and often need help from him or their mother.

Health

Stefan is healthy and without limitations. He has no diseases other than high blood pressure. He uses drugs to keep it under control. Stefan likes eating well and spends most of his time during the week in his office. He is a bit overweight and trying to bring himself back into shape. He needs glasses to read, which he does not like, since that reminds him of his age.

Social

Stefan likes being in charge and having control of the ongoing situations. He likes living on a schedule and having a pre-arranged routine. He does not like surprises that spoil his plans. He is active in a social organization for the education of younger generations. He gives speeches about management and shares his experience and know-how with younger generations. He has a lot of friends and an active social life. He is also a religious person and goes to church together with his wife every Sunday.

Technology Usage

Stefan knows his way around the web. He is interested in new technologies. He uses the internet to keep in touch with distant friends and shares photos of nights out and of his dogs, but still prefers face-to-face contact whenever possible. He is reasonably comfortable with gaining information from government websites through work-related browsing and is also comfortable with internet banking applications. He received a smart-phone as a gift on his birthday this year and is keen on using it access internet as well.

Limitations/Difficulties in

none

Diseases

Symptoms

none

Psychographics

active,
disciplined,
hopeful,
optimistic,
religious,
likes being in control

Drugs

yes
[Hearing](#)
good
[Eyesight](#)
glasses
[Educational level](#)
high
[Risks](#)
overweight

General attitude towards technology

positive

Devices in use

TV
computer with internet connection
mobile phone

CURE

Elderly-Personas

Age Group 80+

Central Europe

Grandma with osteoporosis

Age: 84



Household



Social contacts



Income

Cognitive:	☹️
Memory:	☹️
Diseases:	☹️
Symptoms:	☹️
Limitations:	☹️



About & Family:

Adelheit has lived together with her children ever since she lost her husband. She is the oldest family member and has three children and six grandchildren. They have no financial problems. She has been a housewife for the most of her life. She was able to stand on her own feet for a long time, but now she is not capable of doing some daily tasks such as cooking or shopping.

Health

Adelheit has many health problems. This year she needed hip replacement due to osteoporosis. Her bones are getting fragile and she is overweight. She cannot walk for long periods of time or stand up after the partial stroke she experienced. For this reason, she mostly sits or lies down at home. It is embarrassing for her to suffer from incontinence. She is cognitively active but she cannot do math anymore and sometimes confuses the day of the week. She also has difficulty in remembering past occurrences.

Social

Adelheit is a modest person and does not have high expectations. She enjoys spending time with her grandchildren, but she feels melancholic and sometimes sad when thinking about the past and missing the people she has lost. She keeps herself busy as best she can by doing housework or in the garden, since she does not want to just sit in the corner without doing anything.

Technology Usage

Adelheit mainly stays at home and watches TV. She is not interested in computers or the internet and cannot understand how they function, even though her grandchildren keep trying to explain it. She thinks that she does not need to use them.

Limitations/Difficulties in

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

Diseases

heart problems,
stroke,
osteoporosis

Symptoms

pain in joints,
heart trouble

Psychographics

positive,
modest,
melancholic,
hardworking,
satisfied with her life

Drugs

yes

Hearing

aid

Eyesight

glasses, cataracts

Educational level

basic

Risks

overweight,
inactive

General Attitude towards Technology

negative

Media - Communication

TV

Diabetes patient

Age: 88



Household



Social contacts



Income

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:



About & Family:

Luise has lived alone ever since her husband died. Her son visits her a couple of times a week to check if she is doing well or needs anything. However, Luise cannot take care of herself alone anymore. She has no financial problems. She receives nursing care at home and meals on wheels.

Health

Luise is a diabetes patient and needs someone to remind her to take her drugs and to make the injections she needs. She forgets about the time and sometimes cannot recognize people she used to know. Because she is very overweight she cannot move easily and has a tendency to let herself go and stay passive.

Social

She is socially isolated and has no friends left. Her son calls her on the phone every other day. She does not have any routine activity. The only contacts she has are the nurses and her son.

Technology Usage

The nurses help her to use medical devices at home, for measuring her blood sugar, for example. There is always a nurse or her son to do things for her. She likes watching TV.

Limitations/Difficulties in

sitting for two hours,
getting up from chair,
climbing up stairs, kneeling, stooping,
pulling or pushing large objects,
lifting or carrying weights more than five kilos,
shopping for groceries,
doing work around the house

Diseases

diabetes

Symptoms

fear of falling down,
dizziness,
faints or blackouts

Psychographics

inactive,
sad,
withdrawn

Drugs

yes

Hearing

good

Eyesight

glasses

Educational level

basic

Risks

overweight,
inactive

General Attitude towards Technology

negative

Media - Communication

TV

Well aged

Age: 85



Household



Social contacts



Income

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:



About & Family:

Maria has always been independent and likes being able to make decisions alone. She used to work as a secretary. Although she has some financial problems she is doing fine. Maria got never married and has no children. Her younger sister is alive, but her older brother died last year. She also has contact to his family.

Health

She is both physically and cognitively healthy. She does not have any diseases except for high blood pressure. She uses drugs to keep it under control. She takes care of herself, making sure not to neglect any symptoms she notices and seeing a doctor immediately. She goes regularly to the hospital for an annual check-up. She needs glasses but can hear very well.

Social

Maria is a very positive, faithful and communicative person. She is regularly active in religious organizations and attends events. She does not think that her age limits her much and she is full of ideas and wishes for the future.

Technology Usage

Maria has a mobile phone that she uses passively, so that her friends or family can reach her wherever she is. She likes watching TV and listening to radio.

Limitations/Difficulties in

none

Diseases

high blood pressure

Symptoms

none

Psychographics

happy,
positive,
full of life,
joyful,
communicative,
religious,
hopeful

Drugs

yes
[Hearing](#)
good
[Eyesight](#)
glasses
[Educational level](#)
medium
[Risks](#)
none

General Attitude towards Technology

neutral

Media - Communication

TV

radio

mobile phone

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Physically inactive

Age: 85



Household



Social contacts



Income

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:



About & Family:

Karl-Heinz worked in the same factory until he retired. Now he receives a small retirement salary that is not enough for his needs. He is married and lives with his oldest daughter and her family. His daughter takes care of him and his wife. She tries to provide for comfort as best as she can. Recently they renovated the bathroom by adding support bars and cabinet knobs.

Health

Karl-Heinz is both physically and cognitively not a healthy person and has difficulties in daily activities and mobility limitations. He is also diagnosed with cataracts. He is normal weight. Last year, he fell down and caused an abdomen hernia while trying to hold on. After that he required urgent surgery. Now he is very careful but also afraid of falling down again. He is forgetful and cannot cope with numbers anymore. He cannot think in detail about an issue and easily loses his orientation.

Social

Karl-Heinz is a religious man and, although he cannot walk long distances, often insists on going to church. He is aware that he has serious health problems that are preventing him from doing the things he wants, but he still looks forward to each day and is happy with the life he has lived. He feels supported and loved and does not feel lonely. He needs special care at home. His wife and daughter help him a lot.

Technology Usage

Karl-Heinz likes watching TV, although his cataracts sometimes bother him. He is at home most of the time and sleeps in his armchair. He likes being in the garden and looking around when the weather is good.

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

Diseases

high blood pressure,
arthritis,
hernia,
cataracts

Symptoms

pain in joints,
breathlessness,
fear of falling down

Psychographics

satisfied,
positive,
passive,
forgetful,
religious

Drugs

yes

Hearing

good

Eyesight

cataracts, good

Educational level

basic

Risks

inactive,
mental fatigue

General Attitude towards Technology

negative

Media - Communication

TV

Well aged

Age: 88



Household





Social contacts




Income


Cognitive:










Memory:










Diseases:










Symptoms:









Limitations:









About & Family:

Helmuth lives with his wife outside of the city, and their daughter lives in the city center. They are frequently in contact over the phone or meet on weekends. Helmuth and his wife have no financial problems. They live in a country house with a big garden.

Health

He has heart problems but does not need drugs yet. He does not have limitations in his daily life and he is active in their garden, which is good for his heart. However, he is overweight and likes eating fatty meals such as steak. He uses a hearing aid and reading glasses but he is not satisfied with them. He says that he cannot hear or see well enough.

Social

He is satisfied with his life and is generally a happy person. He feels free and able to do what he wants. He and his wife like travelling and going on trips together with friends. Helmuth has good communication with his grandchildren.

Technology Usage

He does not like mobile phones and is generally skeptical about technological devices. He does, however, have a mobile phone which he and his wife occasionally use when on a holiday or trip. It is otherwise turned off. He likes watching TV.

Limitations/Difficulties in

none

Diseases

heart problems

Symptoms

none

Psychographics

happy,
positive,
joyful,
communicative,
eager

Drugs

none

Hearing

aid

Eyesight

glasses

Educational level

basic

Risks

overweight

General Attitude towards Technology

negative

Media - Communication

TV

mobile phone

Mourning

Age: 82



Household



Social contacts



Income

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:



About & Family:

Siegfried was a salesman and has enough savings for the rest of his life. He does not want to be alone but also does not want to leave his flat and live in a nursing home. He receives nursing care at home and meals on wheels service. Siegfried lost his wife recently. They had been together for almost 60 years. Since they didn't have children he is now alone without any living family.

Health

He does not have any physical diseases but suffers from psychosomatic symptoms such as heart trouble, blackouts, dizziness, etc. He receives psychological treatment. He does not have much energy and feels physically weak. He uses glasses but cannot see well or hear well.

Social

Siegfried thinks that he has gotten old and it is preventing him from acting freely. He is actually a satisfied and social person but feels depressed and sad. However, he regularly visits the local seniors' club and meets friends there.

Technology Usage

He likes listening to music, on his old LP player. He is interested in technological devices but does not see himself as competent enough to be able to learn to use new devices. He does not like watching TV but it is his main information source.

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

Diseases

none

Symptoms

heart trouble,
dizziness,
blackouts,
depression
sleeping problems,
breathlessness

Psychographics

depressed,
sad,
introverted,
sentimental,
needs support

Drugs

yes
[Hearing](#)
less than good
[Eyesight](#)
less than good, glasses
[Educational level](#)
medium
[Risks](#)
none

General Attitude towards Technology

neutral

Media - Communication

TV
LP Player

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CURE

Elderly-Personas

Age Group 80+

Northern Europe

Grandma

Age: 84



Household



Social contacts



Income

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:



About & Family:

Mrs. Ostegaard has lived alone in her flat ever since she lost her husband, and has two children who live in the neighbour city. She has no financial problems and has been a housewife for most of her life. She is still able to stand on her own feet, but with some difficulties.

Health

Mrs. Ostegaard has heart problems and related dizziness, and shortness of breath. Every year she receives a general health check-up. She is overweight and has pain in her joints. She is cognitively active but she cannot do math anymore and sometimes confuses the day of the week. For domestic tasks she receives home care. She has cataracts, uses glasses and also needs a hearing aid.

Social

Mrs. Ostegaard is a modest person and does not have high expectations. Most of the time she is at home; however, occasionally she goes swimming. She enjoys spending time with her family, but feels melancholic and sometimes sad thinking about the past and missing the people she has lost. Her children call her daily and visit her whenever they can.

Technology Usage

Mrs. Ostegaard mainly stays at home and watches TV. She is not interested in computers or the internet and cannot understand how they function. She thinks that she does not need to use them.

Limitations/Difficulties in

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

Diseases

heart problems

Symptoms

pain in joints,
breathlessness,
dizziness, faints

Psychographics

modest,
happy,
melancholic,
depressed,
tearful

Drugs

yes

Hearing

aid

Eyesight

glasses, cataracts

Educational level

medium

Risks

overweight

General Attitude towards Technology

negative

Media - Communication

TV

Diabetes patient

Age: 88







Household



Social contacts



Income

Cognitive: Memory: Diseases: Symptoms: Limitations: 

About & Family:

Mrs. Allenson lives alone in her small flat. She was never married and has no living family members. She has financial difficulties and cannot take care of herself alone anymore. She receives nursing care at home and meals on wheels.

Health

A couple of years ago Mrs. Allenson had a stroke and this year needed an operation on her hip because of fractured bones due to osteoporosis. Without the help of her nurses, she would not be able to keep going, since she has a very bad memory and poor cognitive functions. Her muscles are weak and she is afraid of falling down; therefore she spends her time at home and inactive.

Social

She is socially isolated and has no friends left. Mrs. Allenson does not have any routine activities. The only contacts she has are the nurses and a couple of neighbours.

Technology Usage

The only technological device she uses is the TV. There is always a nurse to do things for her.

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

Diseases

stroke,
arthritis, rheumatism,
osteoporosis

Symptoms

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

Psychographics

depressed,
inactive,
sad,
withdrawn

Drugs

yes

Hearing
good

Eyesight
glasses

Educational level
basic

Risks

inactive

General Attitude towards Technology

negative

Media - Communication

TV

Well aged

Age: 85









Household



Social contacts



Income

Cognitive:  Memory:  Diseases: Symptoms:  Limitations:  

About & Family:

Mrs. Jungenson is married and has a son living in the same city. They meet up weekly and have a close relationship. Both her husband and she have enough income for a good living.

Health

She is both physically and cognitively healthy except for some heart and blood circulation problems and high cholesterol. She uses drugs to keep it under control. She has difficulties in walking long distances and has swollen legs. She goes regularly to the hospital for an annual check-up. She can see and hear well.

Social

Mrs. Jungenson is a very positive, faithful and communicative person. She is regularly active in charity organizations and attends events. She does not think that her age limits her much and she is full of ideas and wishes for the future.

Technology Usage

Mrs. Jungenson has a mobile phone that she uses passively, so that her friends or family can reach her wherever she is. She likes watching TV and listening to radio.

Limitations/Difficulties in

walking 100 meters

Diseases

heart problems,
high cholesterol

Symptoms

swollen legs

Psychographics

happy,
positive,
joyful,
communicative,
hopeful

Drugs

yes

[Hearing](#)
good

[Eyesight](#)
good

[Educational level](#)
medium

Risks

overweight

General Attitude towards Technology

neutral

Media - Communication

TV

radio

mobile phone

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Diabetes patient

Age: 85



Household



Social contacts



Income

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:



About & Family:

Mr. Calmberg worked in the same factory until he retired. Now he receives a small retirement salary, that is enough for his needs. He is married and has 4 children who live in different cities. He and his wife receive home care for domestic tasks as his wife also has some limitations in her daily life.

Health

Mr. Calmberg is a cognitively healthy person but has some memory problems. He has difficulties in daily activities and has mobility limitations. He is overweight and diagnosed with diabetes. He needs to keep a strict diet. Moreover, he has high blood pressure and suffers from shortness of breath. Another problem he is dealing with is incontinence.

Social

Mr. Calmberg has no regular social activity. He stays at home together with his wife and their children come to visit regularly. He likes it most when the whole family comes together.

Technology Usage

Mr. Calmberg likes watching TV. He has never used a computer and is not interested in buying one. He and his wife are in daily contact with their children over the phone but he also does not think of buying a mobile phone.

Limitations/Difficulties in

Diseases

high blood pressure,
diabetes

Symptoms

breathlessness,
incontinence

Psychographics

satisfied,
positive,
passive,
forgetful

Drugs

yes

Hearing

aid

Eyesight

glasses

Educational level

basic

Risks

overweight

General Attitude towards Technology

negative

Media - Communication

TV

Well aged

Age: 88










Household



Social contacts



Income

Cognitive:  Memory:  Diseases: Symptoms:  Limitations:  

About & Family:

Mr. Johnsen lives with his wife outside of the city, and their daughters live in the city center. They maintain frequent contact over the phone or meet on weekends. Mr. Johnsen and his wife have no financial problems. They live in a country house with a big garden.

Health

He has no diseases except for cataracts. He has no limitations in his daily life and is active in their garden. He can hear well and does not need glasses.

Social

He is satisfied with his life and is generally a happy person. He feels free and able to do what he wants. He and his wife like travelling and going on trips together with friends. Mr. Johnsen maintains good communication with his grandchildren and often takes care of them together with his wife when their parents are busy or out of town.

Technology Usage

He does not like mobile phones and is generally skeptical about technological devices. He does, however, have a mobile phone which he uses occasionally when on a holiday or trip. It is otherwise turned off. He likes watching TV.

Limitations/Difficulties in

none

Diseases

cataracts

Symptoms

none

Psychographics

happy,
positive,
joyful,
communicative

Drugs

none

Hearing

good

Eyesight

cataracts

Educational level

basic

Risks

none

General Attitude towards Technology

negative

Media - Communication

TV

mobile phone

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Mourning

Age: 82



Household



Social contacts



Income

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:



About & Family:

Mr. Traussen was a salesman and has enough savings for the rest of his life. He lost his wife recently and his child lives abroad. They had been together for almost 60 years. He does not want to be alone but also does not want to leave his flat and live in a nursing home.

Health

Mr. Traussen had a heart attack earlier this year. He has pain in his joints and difficulties in getting up from a chair. Physically he is in better condition than he is cognitively. He has a very bad memory and concentration problems. He uses glasses and can hear well.

Social

Mr. Traussen has almost no social contacts. He stays at home and feels sad. He is capable of taking care of himself but he does not attend any social events or meet any friends. His child does not call him on the phone but often writes emails.

Technology Usage

He likes listening to music. He is interested in technological devices and has a computer to access the internet for e-mails and information. However he rarely uses it. He does not like watching TV but it is his main information source.

Limitations/Difficulties in

getting up from chair

Diseases

heart attack

Symptoms

pain in back, knees, joints

Psychographics

sad,
introverted,
sentimental,

Drugs

yes
[Hearing](#)
good
[Eyesight](#)
glasses
[Educational level](#)
medium
[Risks](#)
none

General Attitude towards Technology

neutral

Media - Communication

TV

computer with internet connection

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CURE

Elderly-Personas

Age Group 80+

Southern Europe

Grandma with osteoporosis

Age: 84







Household



Social contacts



Income

Cognitive: Memory: Diseases: Symptoms: Limitations: 

About & Family:

Mrs. Vitalis has lived together with her children ever since she lost her husband. She is the oldest family member and has three children and six grandchildren. They have some financial problems. She has been a housewife for most of her life. She was able to stand on her own feet for a long time, but now she is not capable of taking care of herself alone.

Health

Mrs. Vitalis has many health problems and is gradually losing her ability to keep her head up. Her bones are getting fragile due to osteoporosis; luckily she is normal weight. She mostly sits or lies down at home and has blood circulation problems, which have caused her to have swollen legs. She is cognitively active but she cannot do math anymore and sometimes confuses the day of the week. She has difficulty remembering past occurrences.

Social

She enjoys spending time with her grandchildren, but she is unsatisfied with her life, mainly because of her health condition. She keeps herself busy as best she can by doing housework or in the garden, since she does not want to just sit in the corner without doing anything.

Technology Usage

Mrs. Vitalis mainly stays at home and watches TV. She is not interested in computers or the internet and cannot understand how they function.

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

Diseases

heart problems,
high blood pressure,
arthritis, rheumatism,
osteoporosis

Symptoms

pain in back, knees, hips
breathlessness,
swollen legs,
fear of falling down

Psychographics

dissatisfied,
melancholic,

Drugs

yes

Hearing

less than good

Eyesight

glasses

Educational level

medium

Risks

inactive

General Attitude towards Technology

negative

Media - Communication

TV

Religious widower

Age: 88



Household



Social contacts



Income

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:



About & Family:

Mrs. Isola has lived alone in her small flat ever since her husband died. Her son visits her a couple of times a week to check if she is doing well or needs anything. She has some financial problems.

Health

Mrs. Isola has no diseases aside from high cholesterol. She takes pills and has to keep a strict diet. She has a good memory but poor cognitive function. She cannot cope with numbers, loses orientation and acts slowly. Because she is very overweight she has some mobility limitations and has sleeping problems.

Social

She is a very religious person and attends religious organizations and activities. She keeps in touch with her friends in the neighbourhood and likes talking to people.

Technology Usage

The only technological device she uses is the TV. She likes talking about the shows and series she watches with her friends.

Limitations/Difficulties in

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

Diseases

high cholesterol

Symptoms

none

Psychographics

religious,
communicative

Drugs

yes

Hearing

good

Eyesight

good

Educational level

basic

Risks

overweight

General Attitude towards Technology

negative

Media - Communication

TV

Well aged

Age: 85



Household



Social contacts



Income

Cognitive:		
Memory:		
Diseases:		
Symptoms:		
Limitations:		



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.

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.

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.

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.

Limitations/Difficulties in

climbing up several flights of stairs

Diseases

cataract

Symptoms

pain in back, knees, hips

Psychographics

happy,
positive,
communicative,
hopeful

Drugs

yes

[Hearing](#)
good

[Eyesight](#)

good, cataracts

[Educational level](#)
basic

[Risks](#)

overweight

General Attitude towards Technology

neutral

Media - Communication

TV

radio

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Grandpa with arthritis

Age: 85







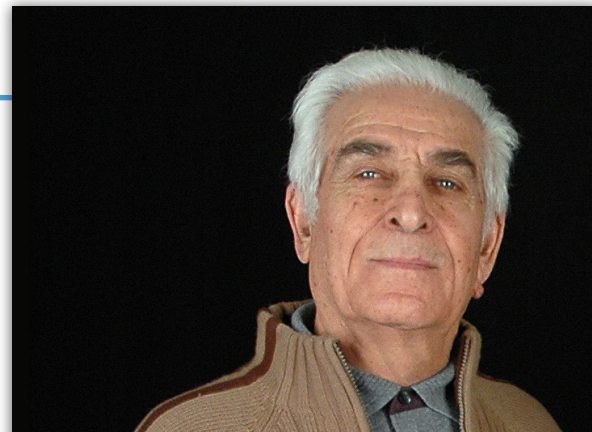
Household



Social contacts



Income

Cognitive: Memory: Diseases: Symptoms: Limitations: 

About & Family:

Mr. Calmo worked in the same factory until he retired. Now he receives a small retirement salary, that is not enough for his needs. He is married and his oldest daughter and her family live with him and his wife. His daughter takes care of them. He has two more children living in the same city. They have a close relationship and weekly contact.

Health

Mr. Calmo is both physically and cognitively not a healthy person and has mobility limitations due to arthritis. He has a lot of pain in his joints, and he is overweight. He is forgetful and cannot cope with numbers anymore. He cannot think in detail about an issue and loses his orientation.

Social

He is aware that he has health problems that are preventing him from doing the things he wants, but he still looks forward to each day and is happy with the life he has lived. He feels supported and loved and not lonely. Although he does not regularly attend a club or coffee house, he has some friends from the neighbourhood that he likes talking to. He also likes when the whole family comes together.

Technology Usage

Mr. Calmo likes watching TV, although his cataracts sometimes annoy him. He is at home most of the time and sleeps in his armchair. He likes being in the garden and looking around when the weather is good.

Limitations/Difficulties in

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

Diseases

high blood pressure,
arthritis,

Symptoms

pain in joints,
breathlessness,
sleeping problems

Psychographics

satisfied,
positive,
forgetful,
religious

Drugs

yes

Hearing

good

Eyesight

glasses

Educational level

basic

Risks

overweight

General Attitude towards Technology

negative

Media - Communication

TV

Well aged

Age: 88



Cognitive:			
Memory:			
Diseases:			
Symptoms:			
Limitations:			



About & Family:

Mr. Nicolo lives with his wife. Their children also live in the same city. They have daily contact or meet up on weekends. Mr. Nicolo and his wife have no financial problems. They live in a house with a big garden.

Health

He has high blood pressure and uses drugs. He does not have limitations in his daily life. However, he is overweight and likes eating fatty meals such as steak. He can still hear and see well but he uses glasses to read.

Social

He is satisfied with his life and is generally a happy person. He feels free and able to do what he wants. He and his wife like travelling and going on trips together with friends. Mr. Nicolo has good communication with his whole family and especially with his grandchildren.

Technology Usage

He does not like mobile phones and is generally skeptical about technological devices. He does, however, have a mobile phone which he uses occasionally when on a holiday or trip. It is otherwise turned off. He likes watching TV.

Limitations/Difficulties in

none

Diseases

high blood pressure

Symptoms

stomach problems

Psychographics

happy,
positive,
joyful,
communicative,
eager

Drugs

yes

Hearing

good

Eyesight

glasses

Educational level

basic

Risks

overweight

General Attitude towards Technology

negative

Media - Communication

TV

mobile phone

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Mourning

Age: 82



Household



Social contacts



Income

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:



About & Family:

Mr. Trauis lost his wife recently. They had been together for almost 60 years. He does not want to be alone but also does not want to leave his flat. He has a child living in the same city and they have weekly contact. He receives nursing care at home as he needs help for daily activities. He has financial difficulties.

Health

He has high cholesterol and had a heart attack and a stroke last year. He is not a healthy person anymore and has serious mobility and daily life limitations. He is normal weight. It is not possible for him to keep going alone without support. He has a good memory but cannot cope with numbers and calculations anymore. He does not see or hear well but he does not use any aid. He stays in his bed most of the time and has sleeping problems.

Social

Mr. Trauis is a religious person and tries to attend religious organizations weekly, although he has many limitations. He is a positive person and does not feel excluded. His friends and relatives visit him weekly.

Technology Usage

He likes listening to music on the radio. Watching TV is his main daily activity, even in the night when he cannot fall asleep.

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

Diseases

heart attack,
high cholesterol,
stroke

Symptoms

heart trouble,
persistent cough,
swollen legs,
fear of falling down

Psychographics

religious,
introverted,
positive,
needs support

Drugs

yes
[Hearing](#)
less than good

[Eyesight](#)

less than good

[Educational level](#)

medium

[Risks](#)

inactive

General Attitude towards Technology

neutral

Media - Communication

TV

radio

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