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## Persona & Scenario: Malcolm Levy

*"I need to make some quick money."*

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Age: 35

Occupation: Mechanic, Westgate Auto Repair

Ethnicity: African-American

Gender: Male

Location: Ypsilanti, MI

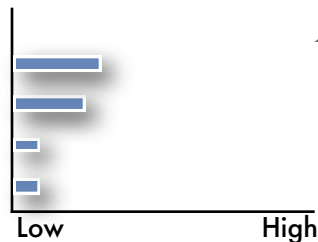
Hometown: Novi, MI

Marital Status: Single

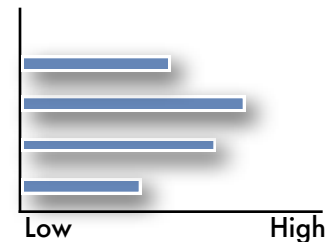
Children: Two Daughters

Hobbies: Playing cards or pool with friends, spending time with kids, and occasionally traveling

**About Clinical Research:**  
Knowledge of CR  
Willingness to Use  
Likelihood of Use  
Internet Comfort Level



**About Personality:**  
Patience Level  
Ambition Level  
People Skills  
Privacy Concerns



### Malcom's Story:

Malcolm Levy is a 35 year-old Mechanic who has relocated to Ypsilanti, MI but works at a local auto shop in Ann Arbor, Michigan. Malcolm completed an Associates Degree in Automotive Services from Washtenaw Community College. Six months ago he was laid off from his position at Ford Motor Company in Dearborn. To recover and provide for his two young daughters, he is working at the Westgate Auto Repair shop while looking for another job.

Malcolm is mainly focused on planning for the next few years. Though in a tight situation, he is trying to make the most of his time and money, as he contemplates what his next steps will be. It is hard, but the pressure of providing for his children motivates him daily. Prior to the layoff, Malcolm spent most of his time outside of work with his daughters or with his friends. He enjoys spending time with his kids, but a little fun on the weekend with his friends while they visit with their grandparents is always good thing.

But the unexpected lay off, derailed his life so that he spends less time with his kids or friends. Instead, Malcolm occasionally spends a few days a week at the local library looking at job postings or works temporary jobs for extra money.

While in survival mode, Malcolm is motivated by the need to provide for his children.

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Malcolm starts his day by getting his children up so they can begin getting ready for school. His oldest daughter takes the responsibility for getting the younger one ready while he cooks a quick breakfast. Malcolm had to move after losing his job. His new place is outside of the school limits, so he has to take them to school. His work schedule changes daily and today he has a few hours between dropping the kids off. So, he's planned to stop by the library again to look for job postings for more temporary and permanent jobs. Malcolm doesn't know much about computers, but since getting laid off he uses the library's computers to look for jobs. The librarian has been really helpful in showing him how to use the internet. Malcolm is a little in debt and the cutback in income has really affected his ability to cover his previous bills. Some additional cash this month would be great.

Malcolm's friend mentioned looking for research studies for extra cash at the hospital systems. He never thought of this as an option, but remembers hearing about people doing extreme things like giving blood or a limb for lots of money. He will also look into this while he's at the library, with the librarian's help. Once at the library, the librarian, Dawn, immediately helps him look for the research site. His friend mentioned there could be a quick turn around on the compensation, which is often a good bit of money for the studies. It sounds like a good plan.

After a google search, Malcolm pulls up the Engage web site. Not sure where to go, he fumbles around the site before he notices the Volunteer for Research tab and clicks there. He immediately clicks the link to enroll in a study. Malcolm is then directed to the page to log in or set up an account. Malcolm is really weary of this process. Because he doesn't have an account, he has to set up one. The page describing the process is long and really confusing and he's not quite sure where to start. Dawn can offer no help to figuring out the process. Discouraged a little, Malcolm decides to instead call the office to get more information about studies with compensation. So, he looks for jobs instead.

After a few hours at the library, Malcolm leaves for work. Since he'll be working late, he has arranged for his parents to pick up the kids. They will bring them home once he's there. Malcolm decides to go ahead and call the clinical research office for more information. After calling, Malcolm requests information for compensated studies. The person on the other end is hesitant to give more information. Malcolm continues to express interest in any studies that have compensation, especially those with a quick turn around. He also inquires about the highest paid studies. Though Malcolm doesn't know why, the person discourages his participation. His only other option is to go back to the website that was confusing or look for more temporary or permanent positions instead. He's considering going back to the site. But for right now, he'll continue looking for a new job.