ROMAN’S PERSONA TEMPLATE



|  |  |  |
| --- | --- | --- |
| **PICTURE & NAME** | **DETAILS** | **GOAL** |
| Lee Nguyen | **What are the persona’s relevant characteristics and behaviors? For instance, demographics, such as age, gender, occupation, and income; psychographics, including lifestyle, social class, and personality; and behavioral attributes like usage patterns, attitudes, and brand loyalty. Only list relevant details.**  Lee is a volunteer for the red cross and is a medical doctor based in Burkina Faso. Part of his job is to check up on his patients and do clinical walkthroughs. He has patients in several countries | What problem does the persona want to solve or which benefit does the character seek? Why would the persona want to use or buy the product?  Lee deals with a lot of paperwork for his patients such as Xray images, CAT scans prescriptions. Throughout his interactions with his patients, he concluded that the paperwork involved could be minimized. Since Lee works in several countries and must deal with a lot of patients, he could make use of “healthcare on the move” and reduce that paper trail and have online access to records from anywhere. This allows him also to update records and create them for patients saving time. |

[www.romanpichler.com](http://www.romanpichler.com/)

Template version 02/20

This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 Unported license