

Paul M.

Age / 34

Job / Electrical Engineer



Scenario

Paul's mother is too weak from chemotherapy and requires help with scheduling a new appointment. Paul takes care of it on his lunch break.

Select Provider

Set Appointment

Request Driver

Share to Calendar(s)

Goals

Connect with provider quickly.

Have all relevant info on hand.

Be reminded and notified.

Delegate some tasks.

Keep his sister in the loop.

Tasks

Open App

Log In

Select Mom's Profile

Select Doctor

Contact Provider

Communicate Need

Choose Date and Time

Record Details

Determine Driver Is Needed

Add Appointment Needs

Select Drivers / Volunteers

Notify / Request Help

Save Appointment Details

Select Calendar(s) To Sync To

Sync

Auto Notify Recipients

Thoughts

"I hope it's not serious"
"I need to get back to work as soon as possible"

"Please connect me quickly"
"I need a convenient day and time"

"I wish I could be there"
"I need reliable help"
"I don't want to feel like it's all on me"

"I need my sister updated on the details"
"I'll forget about this appt if not reminded"

Emotions



Opportunity

Quick/Safe biometric log-in

Control: Access permissions set by Patient/POA/Parent

All Together: tags or notes under provider contact

Insurance info linked here and sharable

Multiple ways to contact provider

Easy to view calendar

Specify what else is needed for apt (physical lifting, recording)

Show distance from their home

Notify if no-one has volunteered

Notifications and reminders for Driver

Less follow-up for main Caregiver

Links to their personal calendars

Krystian

Age / 47

Job / Photographer



Scenario

Krystian and her family are about to move to a new city and she needs to find her special needs kids local healthcare resources and support.

Search Resources

- Decide What To Explore
- Type Keywords
- Select Location
- Search

"I wish someone would point me in the direction of relevant resources"

View and Save

- Explore results
- View / Read Through Info
- Read Comments
- Save Useful Resource

*"I'm always forgetting important information"
"I need to talk to locals"*

Join Local Group

- Review group details
- Decide to Join
- Request to Join
- Send Introduction Message

"I want to connect with people who can relate"

Connect with Locals

- Chat / Ask Questions
- Save Recommended Resources
- RSVP to local event
- Add to Calendar(s)

*"They get it"
"It was easier to find what I needed"*

Goals

Relevant resources.

Local resources.

Connect with local people.

Simple process / lower stress.

Save and organize resources.

Save time.

Tasks

Thoughts

Emotions

Opportunity



- Anticipate needs
- Make suggestions
- Keep focus on support for Caretakers/Families



- Organized, grouped/pinned
- Save highlighted details
- Varied needs - groups, events, education, forums, tools



- Link to other platforms (FB, MeetUp)
- Create your own group



- Quick group acceptance
- Save information from other sites in this one-place

Schedule An Appointment



Paul

Age / 34

As a guy with a lot on my plate, I want to set an appointment, delegate related tasks, and inform relevant parties at the same time, so that caring for mom is not all on me and I can get back to work.

Task Flow

- | | |
|------------------------------|---------------------------------|
| Entry Point: Log-In | 5) Schedule's Appointment |
| 1) Select Mother's Profile | 6) Records Date and Time |
| 2) Find the Doctor | 8) Records Notes |
| 3) Call Provider's Office | 9) Requests Volunteer Driver |
| 4) Reviews Mother's Calendar | Success: Saves / Sync Calendars |

What is it that's prompted my persona to begin the task?

His mother is unwell and asked for help with an urgent doctors appointment.

What will tell the persona that their task is finished?

Appointment details are synced to relevant calendars.

What information does the persona already know about the process?

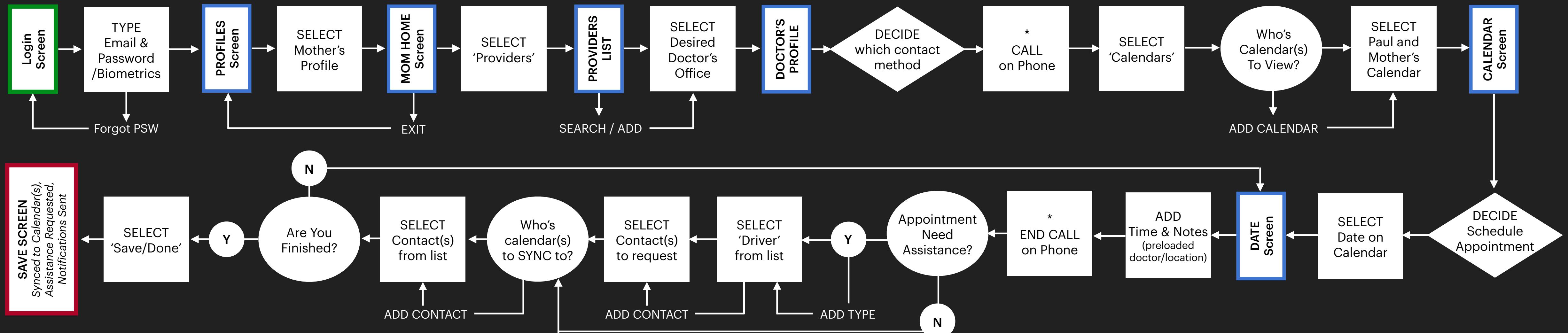
Paul is very experienced in technology, scheduling appointments, healthcare portals, his mother's requests/needs, who he can ask for help, and who to inform about the appointment. Put all these things into one quick process and he will be successful.

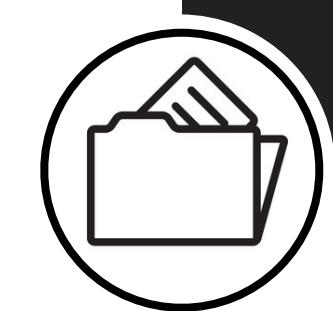
What additional information does the persona need to know to complete the task?

Which contact options are available for this provider and how to add volunteers and sync with their calendar.

Finally, what tools will the persona need to complete the task?

A phone to call provider (if needed/chosen). Internet connection for sync/notifications.





Store Healthcare Info



Krystian

Age / 47

As a parent with a lot of medical records for my kids, I want to store and organize all of their healthcare information into one secure location, so that it does not get lost and it's easy to reference from wherever I am.

Task Flow

Entry Point: Notification

- 1) Select Today's Appointment
- 2) Login
- 3) Add Medical Info
- 4) Add/Select Category

5) Add, Upload, Scan, Type Info

- 6) Repeat 4-5 Until Complete
- 7) Notify Partner of Updates (choice)

Success Criteria: Saved/Stored

What is it that's prompted my persona to begin the task?

Krystian is at an appointment with her diabetic son getting a routine check-up. She gets a notification reminder and she knows there will be new results, notes and goals to record.

What will tell the persona that their task is finished?

All of the desired information from this appointment has been stored in this one location.

What information does the persona already know about the process?

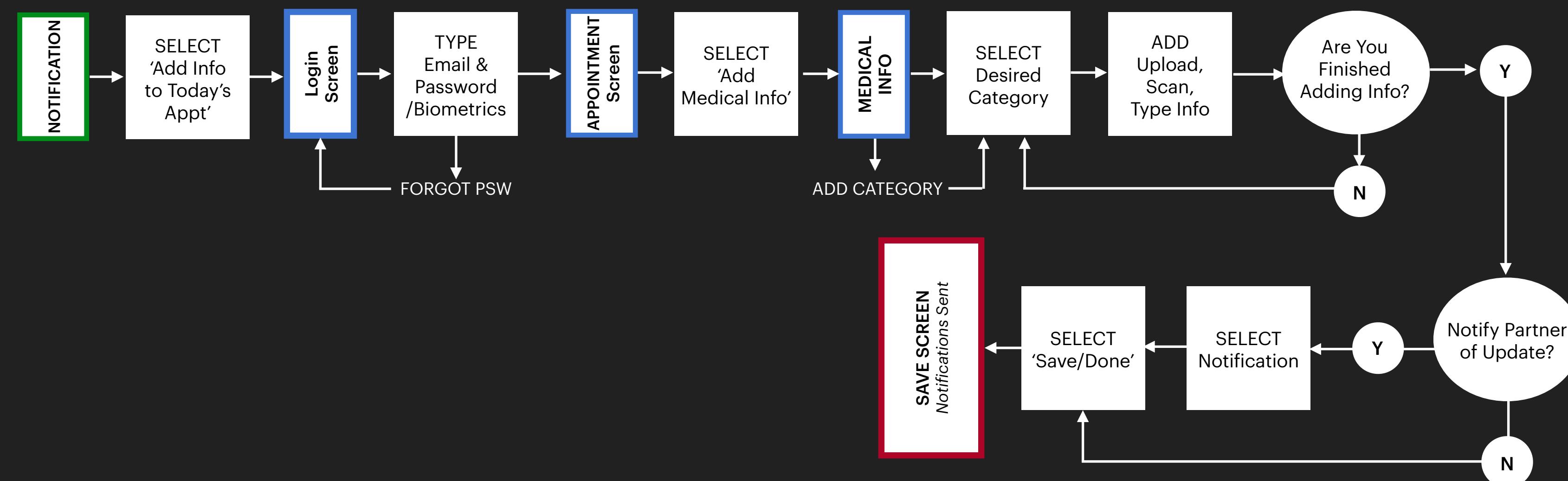
She has used medical care portals before and knows what kind of information will be important to keep from this appointment.

What additional information does the persona need to know to complete the task?

She will need to know how to store different kinds of information (labs, PDF, print, etc.) and how to add custom categories (if needed).

Finally, what tools will the persona need to complete the task?

She will need internet connection. All functionality will come from within the web app.





Find A Support Group



Krystian

Age / 47

As a mom of a teen with a mental disorder, I want to connect with local parents with similar needs, so that I can find support and resources in my area.

Task Flow

Entry Point: Log-In

- 1) Select Daughter's Profile
- 2) Select Resources
- 3) Tutorial
- 4) Select Groups
- 5) Search Mental Health Groups

6) Search within a radius of her city

- 7) Review Results
- 8) Select/Review Details of Group
- 9) Join Group

Success Criteria: Sent a Message

What is it that's prompted my persona to begin the task?

She has moved to a new city and will leave behind her current support community and mental health resources.

What will tell the persona that their task is finished?

She is in contact with a local group with experience around having a child with a mental health disorder.

What information does the persona already know about the process?

Krystian has used other digital platforms to connect to relatable groups, she knows what support she needs, and knows what resources her kid needed from their previous home.

What additional information does the persona need to know to complete the task?

Krystian needs to know what groups are available and how to connect with them.

Finally, what tools will the persona need to complete the task?

She will need internet connection. All functionality will come from within the web app.

