

Marie

age: 45

residence: State, city, or even neighborhood

education: High School

occupation: Vet Receptionist

marital status: Married, with kids



Customer service and animals well-being are paramount.

- Take customer calls/ book appointments
- Register new patients to the practice
- Welcome customers to the practice
- Answer basic questions from customers in regards to the treatment of their pets.
- Any other admin duties

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Ability to make her job easy with an intuitive tool.

Needs

- - Form to register animals
- - Form to register vets
- - Ability to assign animals to vet
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Wants

- Wants are something that is not required but delights
- This might be the holy grail feature
- It delights him or her with its simplicity or completeness

Values

- Qualities that he or she values
- High level planning is an example

Fears

- Fears are the things that keep him or her up at night
- This might be something like failure
- But might also have to do with real fear