

Kate

age: 34

residence: State, city, or even neighborhood

education: Masters

occupation: Vet

marital status: Married, single, with kids, without



Animal well-being is my priority

- Carry out regular health checks
 - Give vaccination
- Answer customers questions in regards to the care of their animals
 - Carry out tests, x-rays, blood work
- Diagnose/treat sick or injured animals
 - Establish treatment plans
 - Access patients` file
- Add treatment notes to patients` file

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Ease of access to patients' info and add treatment notes.

Needs

- - Access patients' file
- - Add treatment notes to patients' file
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Values

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

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

Fears

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

