

Persona Descriptions

Sujay Kulkarni



"What goes around comes around."

Age: 23

Work: Masters Student at SRH Hochschule.

Years in Germany: 2

Location: Heidelberg

Character: Friendly

Goals

- Live and let live.
- Curiosity is important to learn new things.

Frustrations

- As a private health insurance client I have to always check if the doctor will accept my insurance or not.
- As a private health insurance client I have to always check if the medicines bill will be covered under my insurance.

Usual Procedure

Usually, Call the insurance company and then wait for them to book an appointment with a Doctor, and after that depending on the diagnosis another appointment is made to a specialist doctor who supports my insurance type. This is time consuming and problematic as I may miss out on a good doctor. It will be useful to search doctors only for that particular insurance type.

Preferred Channels to search Doctor and Medical store.

Referrals

Online & Social Media

Advertising

Known Before

Mandar Natoo



"Health is wealth."

Age: 37
Work: Camera Expert at National Geographic.
Years in Germany: 2
Location: Berlin
Character: Friendly, Adventurous

Goals

- Today you are a step closer than you were yesterday.
- Obstacles are those frightful things you see when you take your eyes off your goal..

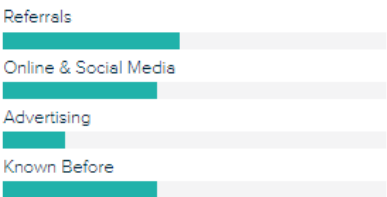
Frustrations

- There is no information available that how good the new recommended doctor is, will be helpful to have that information.
- In emergency situations we need all information quickly and always available.

Usual Procedure

Usually, Call the Haus Artz and get an appointment and then wait for another appointment for specialist doctor and then get the diagnosis and treatment but we do not know if new doctor is good or not, so a system for doctor review can be useful.

Preferred Channels to search Doctor and Medical store.



Marie Blache



"Life is beautiful."

Age: 26
Work: Manager at SRH Hochschule.
Years In Germany: 26
Location: Heidelberg
Character: Friendly

Goals

- To live a happy and a healthy life, with loved ones.
- To find cures for all health problems.

Frustrations

- Wait for Haus Artz to refer to another specialist doctor.
- Finding medical stores nearby for a quick commute.
- To make sure a new recommended doctor is good and friendly.

Usual Procedure

Usually, booking of an appointment is made with the Haus Artz and then usually wait till that appointment. After meeting the Haus Artz, he/she will recommend a specialized doctor, another appointment is made to meet that specialized doctor. The time consumed here can be fatal depending on the disease. So it would be better if we can find a specialized doctor directly.

Preferred Channels to search Doctor and Medical store.

