

Personas

Persona 1 | Lucille Smirnov (Admin)

Characteristics:

- 26-year-old woman who has been living in Canada since birth.
- Her mother is Russian and her father is Indonesian.
- She is fluent in English but knows enough Russian and Indonesian to have awkward conversations.
- She graduated with a degree in management from the University of British Columbia.
- Lives in an apartment in Vancouver, British Columbia
- She surfs the web often but often gets very confused with unfamiliar layouts.
- Works at PaRx Prescriptions.

Motivation:

- She is heavily focused on self-improvement but remains very friendly towards others.
- She tends to plan in advance and tends to be the decision-maker in groups.
- She enjoys outdoor sports such as kayaking and tennis.
- She has a good memory and is a quick learner but is impatient.
- She enjoys trying new things.

Pain Points:

- Vegetarian diets— especially ones with broccoli
- Long waiting times
- Confusing website layouts
- People whose names start with O

Persona 2 | Alex Rivera (Prescriber)

Characteristics:

- 42-year-old man who has worked as a general practitioner for over 15 years.
- He is married with two children.
- Lives in Suburban area, close to natural parks and outdoor spaces
- He acquired his Medical Degree with a specialization in phytotherapy.
- Dr. Rivera is an active member of several professional organizations focused on botanical medicine and ecotherapy.
- He favors a patient-centered approach, taking time to listen to and understand his patients' needs and concerns.
- He enjoys hiking with his family and watching the BBC Natural World series when he is not at work.

Motivation:

- He wants to offer patients alternatives to conventional pharmaceuticals that work in harmony with the human body's natural processes.
- To establish a community program that facilitates regular outdoor activities for patients, promoting their physical activity, mental health, and social connection through nature.
- He tries to help his patients overcome the side-effects and the cost of excess long-term medication.

Pain Points:

- He encounters skepticism from both patients and peers about the efficacy of nature therapy compared to traditional pharmaceuticals.
- He often needs to consistently convince and motivate his patients the importance of outdoor nature activities in their daily routines.
- He can't ensure all patients have equal access to natural spaces and company from their friends in their communities. Most of them end up taking the medicine only.

Persona 3 | Sam Daniels (Patient)

Characteristics:

- 34 year old woman working in the customer service industry for nearly 10 years
- Has a bachelors in business, but does not consider herself as very technical
- Lives independently in an apartment in downtown Toronto, near her job
- Her hobbies include browsing the internet and watching movies
- Recently found herself feeling stressed with maintaining the status quo and wants to find a solution to reduce stress and reinvigorate herself to do her job
- She does not want to display her stress to the people around her and wants to solve it in a private manner

Motivation:

- Due to the nature of her work, she is very open to social settings
- She believes that a medical expert's advice is what she needs to help her persevere to improve her quality of life
- She believes that a simple solution is the best solution, so she prioritizes efficiency

Pain Points:

- She is feeling burnt out from working for 10 years in her 9-5 job
- She feels annoyed at slow websites and her movies lagging
- She has tried and failed multiple to add hiking to her schedule due to her habit of keeping to her comfort zone
- She likes one-click solutions that would solve her problems instantly and she loses concentration easily

User Stories

Admin User Stories:

As an Admin, I want access to the prescriber verification platform, so that I can register new prescribers into the system.

As an Admin, I want access to all prescriber and patient profiles, so that I can monitor activity on the website.

As an Admin, I want the ability to update prescription statuses, so that I can resolve incorrect information without needing to contact the corresponding prescriber.

As an Admin, I want a restricted login system, so that I can login without worrying about unauthorized users accessing the administrator page.

As an Admin, I want the ability to disable prescriber accounts, so that I can remove prescribers who are no longer authorized on the website.

Prescriber User Stories

As a Prescriber, I want to ensure my patients can access natural resources close to them, so that I can motivate my patients to follow my advice and engage in more outdoor natural activities without being distrusted.

As a Prescriber, I want to put additional advice as a part of my prescription so that I don't have to consistently convince my patients how beneficial it is.

As a Prescriber, I want to easily generate and modify my prescription so that I can modify the portion of medical treatment and natural therapy when their health condition changes.

As a Prescriber, I want to access my prescriptions online as well so that I can classify them and easily find them next time.

As a Prescriber, I want to be able to see updated natural resources available so that I can make better decisions and provide useful information to my patients.

Patient User Stories

As a Patient, Sam wants to create a login with a username, password, and no verification, so that she could have access to the application and get started immediately.

As a Patient, Sam wants to be prompted to optionally enter an address the first time she creates a login, so that she could choose to personalize her experience with the application or opt out for increased privacy.

As a Patient, Sam wants to view a list of her prescription titles by clicking the link "My Prescriptions" on the home page, so that she could keep track of all the prescriptions she has without feeling overwhelmed by the information.

As a Patient, Sam wants to click on a prescription title in the list of prescriptions to open a link to that prescription, so that she could view the contents of that prescription, without being distracted by her other prescriptions.

As a Patient, Sam wants to view the status of her prescriptions next to the prescription titles, so that she could keep track of the statuses of all her prescriptions.

As a Patient, Sam wants to search for outdoor locations and activities by clicking on the link "Green Resources", so that she could find opportunities to complete her prescriptions.

As a Patient, Sam wants to filter the locations and activities under "Green Resources", so that she could efficiently find the opportunities relevant to her.