



PERSON 1

My name is DEVA



- What do they feel? They want to diagnose the patients
- What do they do during this experience? They check their ECG rates
- What are they seeing? Hearing? ECG Signals

Name & Photo

Behaviors & Actions



Needs & Pain Points

- USA Single
- 37 No
- Doctor Male

- What problems do they have? Diagnosing the patient
- What tasks are wasting their time and resources? Securing ECG data
- What do they need to accomplish? What does success look like for them? Successful classification of Arrhythmia

PERSON 2

My name is MONI



- What do they feel? They feel comfortable with the model
- What do they do during this experience? They provide data to the model
- What are they seeing? Hearing? ECG signals

Name & Photo

Behaviors & Actions

Demographic & Psychographic Details

Needs & Pain Points



- UK Married
- 38 Yes
- They work as a technician for a hospital. Female

- What problems do they have? Procuring a device which helps in diagnosis
- What tasks are wasting their time and resources? Data gathering
- What do they need to accomplish? What does success look like for them? Successful diagnosis

Setting up device

Providing data to the

Running the algorithm

Gathering the output

Providing diagnosis

