Personas Example

This report contains the personals for a system to help physicians communicate with LEP (Limited English Proficiency) patients who have chronic conditions.

There are total of four personas:

- 2 physicians

- 2 patients

Questions:

- What are the particularly interesting traits of each persona?

- Why do we need both a physician persona and a patient persona?

- Why do we need both physicians?

- Why do we need both patients?

- From each persona, name 2 requirements that are likely to be generated

Dr Andy Stock

- 51-year-old physician, male.

- Works at a clinic that is part of a large university teaching hospital.

- Intense personality, methodical, precise. Likes routine, predictability, and staying on schedule.

- Speaks only English.

- The practice uses an EMR (Electronic Medical Records) system.

- Dr. Stock is able to use it competently, but is worried about being able to chart patient visits the way that he likes.

- Good computer skills: uses applications, such as a word processor, PowerPoint, Dropbox. Carries a Blackberry.

- Patients are typically upper middle class who speak English well.

- Some patients speak Urdu, Farsi, and Chinese with very little English. Usually parents of other patients, who then are asked to translate.

- Dr. Stock hates this and suspects that the interpreter does not pass the information correctly in both directions.

- Estimates at most three visits of LEP patients per week.

Dr. Tumai Tranh

- 36-year-old physician, female.

- Friendly and easy-going, but also driven and always in a hurry.

- Has 3 small children and a 1-hour commute in each direction, so her time is very constrained.

- Works at a large university teaching hospital and at a community-based clinic that serves a relatively poor neighbourhood.

- Speaks English and Vietnamese fluently. Knows a bit of Spanish, but is not at all fluent.

- Good computer skills: uses applications, such as a word processor and PowerPoint. Carries an iPhone, but gets someone else to install apps on it.

- The hospital uses an EMR system.

- The community clinic does not, but it will switch at some point.

- Nearly all of the clients in the community clinic speak Spanish as a first language and many do not speak any English.

- Every patient visit is limited to 15 minutes from beginning to end.

- Dr. Trahn would appreciate help communicating with her patients, but only if it doesn't slow her down.

- Will not have time to read a manual. Would much rather have software that is self-explanatory and has been installed by someone else.

Khanh Nguyen

- 62-year-old immigrant, male.

- Very serious and private individual. Doesn't talk much.

- Many years ago in Viet Nam, he was a mechanical engineer.

- Came to the USA fifteen years ago.

- Speaks Vietnamese fluently and a little English.

- In poor health. Takes 6 different medications, which translate into 4 tablets in the morning and 5 tablets in the evening.

- Has been seeing the same physician for a few years now. Typically goes in once every 2 months. His physician only speaks English. They usually get through their appointments using basic English and gestures. Occasionally,

- The physician pulls in an interpreter, or the son accompanies Mr. Nguyen on the visit to translate.

- Does not use computers. If someone shows him how to do something, he can repeat the action.

- He doesn't mind interacting with machines, such as his glucose meter. It helps if they are straightforward and he needs to see some purpose to using them.

Maria Gonzalez

- Female, aged 55.

- Immigrant from Mexico. Came to the USA 20 years ago.

- Minimal English. Fluent Spanish.

- Only received a third grade education. Doesn't drive.

- Several health problems. Sees her physician once every 3 months, mostly for follow-up on her medication, blood pressure, and so on.

- Takes two buses to get to the clinic, then always has to wait.

- He doctor is always telling her not to eat her favourite foods, but she doesn't really listen. She feels a bit bad about this, so she uses alternative medicines to compensate. She doesn't tell Dr. Bing about this, because Mrs. Gonzalez has a feeling that she wouldn't approve.

- Never used a computer. Has a cell phone, but only uses it for calling. Her kids entered the numbers into the phone for her.

- A bit afraid of computers and electronics in general.