**User Persona (Client)**

Name: Mildred Eke

Occupation: Mathematics Teacher

Demography: 35 years old, lives in London UK, married with 2 kids and has a middle income.

**Mildred’s Story**

Mildred is pregnant with her 3rd child. She is at a delicate pregnancy stage that demands her to be on bed rest and also consult with her doctor weekly.

**Frustration**

Mildred’s challenge is that there are always so many patients waiting to see the doctor by the time she gets to the hospital. This makes her sit for long before seeing the doctor, sometimes she’ll end up not seeing the doctor that particular day and will have to repeat the same the next day. This leaves her so tired and the baby more at risk.

**What Mildred Needs**

Mildred needs an active website where she can easily  book a consultation with the doctor, with a scheduled day and time so that she will meet with the doctor once she arrives at the hospital.

She needs to be able to order and pay for drugs without necessarily being at the hospital physically.

Mildred wants a platform where she can easily navigate/search for information or answers about the hospital offerings and get instant answers without being at the hospital.

**User Persona (Admin)**

Name:   James Hardy

Occupation: Gynaecologist at Medic

Demography: 38 yrs old man, lives in London,newly married with a 6 months old child.

**James Story**

James is a gynaecologist who just started a new family. However, he is always having receptionists over book his calendar which leads to  him struggling to see all patients, going home late everyday. Consequently, this makes it very difficult to balance work and private life.

**Frustration**

James' challenge is that he can not have access to his calendar and patient details until he comes into work; he has no direct link to the pharmacy. He always comes back to a desk full of prescriptions he already issued to his patient that needs to be reviewed again because the pharmacy does not have the medication in stock  which increases his daily routine. James works overtime frequently because he tries to see all his patients daily  which is having an impact on his private life , health and wellbeing.

**What does James needs**

James wants a website where he can easily attend to patients online even from the comfort of his house and meet them physically only when necessary.

He needs a platform where he can login from the backend and have access to the customer's profile, health history and provide prescriptions.

James will be happy to have a platform where all patient’s questions are answered without them calling him or walking down to the hospital.

He also wants a better visibility for his employer which will create more revenue and ultimately an income raise for him.