Section 1

Priya Rajapaksha

The Health-conscious Mother
(Patient)

Age : 34
Location: Colombo, Sri Lanka
Occupation: Teacher
Tech Savviness: Intermediate
Income: Middle class
(LKR 80,000/month)

"I just want all our medical records in one safe place, so I don't have to worry about losing important reports or repeating expensive tests."

Bio

Priya is a working mother of two who values health and organization. As a teacher, she manages her family's care but finds handling physical medical files overwhelming. She needs a simple mobile solution to store records, avoid repeated tests, and manage appointments and vaccinations easily.

Pain Points & Frustrations

- Carrying physical files to every doctor visit
- Loses important medical reports
- Struggles to remember medication dosages and timing
- Long hospital wait times

Goals & Motivations

- Keep track of her family's complete medical history in one place
- Schedule appointments efficiently

Behavior Patterns

- **Device Usage**: Primarily uses a mobile phone
- **Interface Preference**: Prefers a simple and easy-to-navigate interface
- **Healthcare Interaction**: Visits hospitals or clinics monthly for family needs
- **Preferred Communication**: Likely prefers mobile notifications or SMS

Section 2

Dr. Samantha Fernando

The Experienced General Practitioner
(The Doctor)

Age : 42
Location: Kandy, Sri Lanka
Occupation: General Practitioner
Tech Savviness: Intermediate
Income: Upper Middle class
(LKR 300,000/month)

"If I could see a patient's complete medical history in 30 seconds, I could spend more time actually treating them instead of asking the same questions over and over."

Bio

Dr. Samantha is an experienced general practitioner working in both a private clinic and a government hospital. With 15 years of practice, she values efficient care but struggles with missing patient records and too much paperwork. She needs a system to support quicker, informed decisions and reduce documentation.

Pain Points & Frustrations

- Patients forget their medical history details
- Cannot access previous test results from other hospitals
- Difficult to track long-term treatment effectiveness

Goals & Motivations

- Access complete patient history quickly to make better diagnoses
- Reduce consultation time by avoiding repetitive questions
- Track treatment effectiveness over time

Behavior Patterns

- **Device Usage** : Desktop at clinic, mobile between patients, High – familiar with EMR systems
- **Interface Preference** :Prefers quick, efficient interfaces
- **Healthcare Interaction**: Visits hospitals or clinics monthly for family needs
- **Preferred Communication**: Likely prefers mobile notifications, SMS and Email

Section 3

Rohan Perera

The Community Pharmacist
(Pharmacist)

Age : 29
Location: Galle, Sri Lanka
Occupation: Pharmacist
Licensed
Tech Savviness: Advanced
Income: Middle class
(LKR 120,000/month)

"I want to make sure every medication I dispense is safe for the patient, but without their complete medication history, I'm working blindfolded."

Bio

Rohan operates a family-owned pharmacy and is committed to the safe and accurate dispensing of medications.
Technologically skilled, he seeks a reliable system to verify prescriptions and manage inventory. Without proper verification tools, he faces challenges in preventing harmful medications from being dispensed to the wrong individuals.

Pain Points & Frustrations

- Cannot verify if prescriptions are legitimate
- Customers lose prescriptions and ask for refills without proper documentation
- Manual record-keeping is time-consuming

Goals & Motivations

- Ensure correct medicine dispensing
- Verify prescriptions quickly and accurately
- Maintain accurate inventory and sales records

Behavior Patterns

- **Device Usage**: Tablet/computer at pharmacy counter
- **System Usage:** Multiple times throughout the day, Moderate – trained on digital pharmacy systems
- **Customer Interaction:** Values quick, accurate service
- **Compliance Focus:** Very concerned about legal and safety requirements

Section 4

Nuwan Jayasinghe

The Healthcare IT Specialist
(The System Administrator)

Age : 31
Location: Colombo, Sri Lanka
Occupation: Health IT Systems Administrator
Tech Savviness: Expert
Income: Upper Middle class
(LKR 250,000/month)

"My job is to make sure this system is bulletproof secure while being so easy to use that even the least tech-savvy doctor can access what they need in seconds."

Bio

Nuwan, a tech expert at the Ministry of Health, ensures health IT systems are secure, efficient, and compliant. He balances strict security with user accessibility and seeks scalable, high-performance solutions that remain user-friendly for healthcare staff.

Pain Points & Frustrations

- Balancing security with user accessibility
- Dealing with system integration challenges across different hospitals
- Limited budget for system upgrades
- User complaints, unauthorized access attempts

Goals & Motivations

- Ensure system security and data privacy compliance
- Manage user access and permissions efficiently

Behavior Patterns

- **Device Usage**: Multiple monitors, desktop workstation, mobile for alerts
- **Technical Comfort:** High – comfortable with dashboards, logs, and security tools
- **System Usage:** Continuous monitoring throughout workday