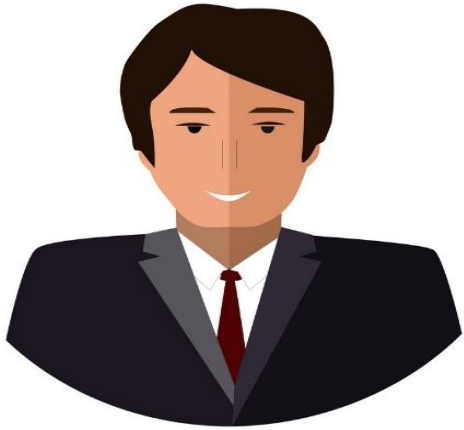
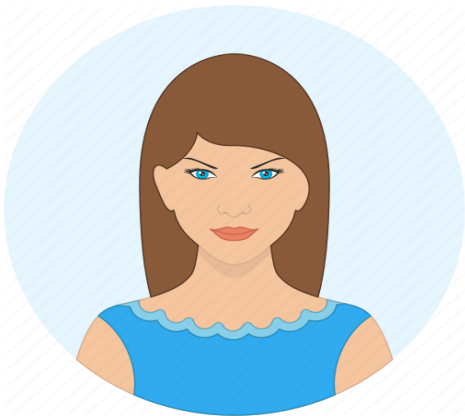


Persona		
User/Customer Name	Job Title/Functional Role	Customer/User segment
Smith	Engineer	Senior Software Developer
Photo	Key Demographic Details	Personality & Behavioral Characteristics
	<p>Age: 29 years</p> <p>Gender: Male</p> <p>Family: Married</p> <p>Education: Master's in Computer Science.</p> <p>Location: Heidelberg, Germany</p> <p>Organizational details: Mbition gmbh, Large Software Design</p> <p>Employment: 2 years</p>	<p>Works remote/on-call on a team of 5 engineers, 1 supervisor</p> <p>Planning for new baby and move to larger home.</p> <p>Regular contributor to engineering telecom forums and online communities.</p> <p>Has multiple engineering and network certifications.</p> <p>Purchases new devices and apps as soon as they are released.</p>
Representative Quote	Pain Points	Drivers & Influencers
<p>“Time is more important in life“</p>	<p>Need to call doctor to make an appointment.</p> <p>The waiting time is more to book appointment.</p> <p>He cannot book appointment after business hours.</p>	<p>There will be benefit for healthcare providers by online appointment system.</p> <p>Feasible for anyone to check the schedule of doctors.</p> <p>He will use online appointment system for his next visit to the doctor.</p>
Purchase/User Experience Goals	Motivations	Perceived Obstacles
<p>He can view all the information about the doctors.</p> <p>He can book appointment after business hours 24/7 in his free time.</p>	<p>Online appointment is very easy, and it is more convenient.</p> <p>Need to save time in all aspects of his life.</p>	<p>The doctors are unaware of actual problem facing by patients to book appointment.</p>

Persona		
User/Customer Name	Job Title/Functional Role	Customer/User segment
Julia	Human Resources Manager	Administrator level user
Photo	Key Demographic Details	Personality & Behavioral Characteristics
	<p>Age: 40 years</p> <p>Gender: Female</p> <p>Family: Married, two children</p> <p>Education: Master's and PhD in HR Management.</p> <p>Location: Mainz, Germany</p> <p>Organizational Details: Aareon Deutschland GmbH, Large real estate CRM company.</p> <p>Employment: 8 years</p>	<p>Works onsite with occasional remote work</p> <p>Manages two full-time salaried staff, one part-time hourly clerk.</p> <p>Hands-on manager willing to do one-on-one training and troubleshooting.</p> <p>Likes to stay on top of HR trends via association memberships and attendance at conferences. Avoids signing up for or attending webinars because of schedule.</p>
Representative Quote	Pain Points	Drivers & Influencers
<p>“The shorter way to do many things is to only do one thing at a time. “</p>	<p>She needs to go to clinic or call to get an appointment.</p> <p>There is time constraint to book an appointment with doctor.</p> <p>Language barrier.</p> <p>There is no application where she can select the doctor based on gender.</p>	<p>She is aware of online appointment booking system, but she never used it.</p> <p>She heard that online appointment system is very good approach.</p> <p>She will recommend online booking system to their friends and family.</p>
Purchase/User Experience Goals	Motivations	Perceived Obstacles
<p>She can book appointment with doctor on her convenient time.</p> <p>If she unable to visit the doctor on schedule time and date she can reschedule or cancel the appointment.</p>	<p>No wasting time in booking appointment with doctor and its save time.</p> <p>Nor restricted to the opening hours.</p>	<p>She needs to wait until she connects to call to book appointment and Busy schedule of the doctor.</p>

Point of View

Smith: Smith is an employee in Mbiton Gmbh as software developer and he is married planning for new baby. It is very difficult for him to book doctor appointment because he cannot book appointment after business hours and he need wait for more time to book appointment. He started exploring online doctor appointment application where he can book appointment very easily and save his time and he can also get detailed information about doctor.

Julia: Julia as an employee in Aareon Gmbh as Human Resources Manager and she is married, and her family consist of two children. She is unable to get an appointment with doctor on time and she is not able to find doctor based on gender. Then she come across online doctor appointment application where she can find solution for her problem and made her life easier to find doctor and save her time to concentrate on other work in her daily life.