

### **Who are the stakeholders?**

- Infoland, because they need their products to be successful.
- Desk workers, because they need to deliver information to other employees and potentially save their own valuable time. (e.g. managers and administrators)
- Non-desk workers, because they need to get information to do their job (e.g. example nurses)
- Consumers, because they get a better service (e.g. example patients)

### **What is the UX vision (5-10 years)?**

- Users from any field of expertise (healthcare, infrastructure, etc.) are able to be mobile. They can always get information without having to take out their phone.

### **What are the market segments?**

#### Demographic

- Nationality
- Age
- Occupation

#### Psychographic

- Does the person like working with new technology?
- Is the person old-fashioned?

#### Behavioral

- Goals
- Motivation
- Needs
- **Behaviour**

#### Geographic

- Location (where are they active)
- Travel

## Persona 1



**Name;** Daniel

**Nationality;** Dutch

**Age;** 20

**Occupation;** solving other people's IT problems

**Environment;** at other people's home

**Bio;** Daniel loves technology and for this reason he recently started working for a company called 'student aan huis'. His job is to help people solve their IT problems in their home.

**Goals/Needs;**

- Daniel wants to do his job as quickly as possible
- Daniel needs to be flexible since he needs to visit a lot of different people at different locations and sometimes he needs to walk around a lot to identify problems as well.

**Frustrations/Fears;**

- Daniel sometimes forgets what the exact procedure is that he needs to follow.
- Daniel often takes his laptop with him, but the extra weight and turning on his laptop is inconvenient.
- When Daniel is following the procedure, he needs to alt-tab a lot to view the instructions

**Device;** laptop

**Name;** Aleksy Nowak

**Nationality;** Polish

**Age;** 62

**Occupation;** Package Delivery Driver

**Environment;** on the road

**Bio;** Aleksy is an experienced package delivery driver.

**Goals/Needs;**

- Aleksy wants to do his job as quickly as possible
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**Frustrations/Fears;**

- Aleksy gets frustrated when he can't find the right package within 5 seconds.
- Aleksy fears that he will be late with his deliveries and that he has to work overtime because of that.
- Aleksy dislikes new work policies/methods. He prefers the old ways.

**Device;** phone, scanner

**Possible solution:** AR shows Aleksy what package he needs to take out from the back by highlighting it in red and displaying the adress. The addresses are written down in a digital document. Aleksy can find the right package by saying "highlight". The location of Aleksy is tracked so the app will highlight the right package for that address.

What is the context-of-use (which consists of the environment where the product will be used, the users, and the goals that the users have) of the Zenya Doc application?

Sub questions

- What are the defining use cases of Zenya Doc?

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- Which industries does Zenya Doc target?

- Which existing and potential users do these industries consist of?

- What defines these specified users in context of their job and what does their job entail?

- What are the environments in which these specified users perform their job?

## Healthcare Persona's

### Jobs

#### Hospital jobs in The Netherlands

- Receptionist
- Administrator
- Surgeon
- Doctor
- Assistant (to a doctor or surgeon)
- Nurse

#### Sources:

- <https://www.youtube.com/watch?v=nRQB5HsCTdo>

## Persona 1



**Name:** Irene Huizingen

**Nationality:** Dutch

**Age:** 40

**Occupation:** Physician Assistant

**Environment:** MMC Hospital, Orthopedisch centrum

**Bio:** Everyday Irene walks around in the nursing ward to visit patients and see how they're doing. Irene coordinates the healthcare of a patient from the moment they're hospitalized till the moment they're discharged. When you're operated and get a bed at the nursing ward, you're very likely to meet Irene. When walking around Irene often answers questions.

**Tasks:**

- Answers questions from the patients and listens to them (also about subjects that aren't related to healthcare)
- Walks around to keep an overview on what's happening in the nursing ward/visits patients
- Consulting patients; make diagnosis, decide what type of operation is needed, prescribe medications, perform medical surgery, inform about medications/surgery/etc.

**Frustrations/Fears:**

- Is annoyed that she has to move and/or switch desktops to be able to view a patient's information.
- Sometimes Irene remembers information from her patients, but it's part of the protocol to use the desktop and if she doesn't use it, Irene fears she will start mixing up the information of patients.
- If complicated diseases or operations are involved, Irene needs to ask a doctor for help. Doctors are often busy so she has to wait for a doctor.

**Goals/Needs:**

- Needs the right information about patients (EPD's) with her at all times.
- Needs to be flexible because Irene needs to move around a lot.
- Needs the right detailed information about medication/surgery/procedures in case a patient wants/needs to get informed about specific things.

**Device:** rollable desktop

**Day in the Life of:**

1. Irene wakes up early or late depending on if it's a morning or night shift and has some breakfast.
2. Irene leaves her home and travels to the hospital (car/bike/public transport).

3. Irene greets her colleagues and grabs some coffee before her shift starts
4. Irene starts her shift by walking around the nursing ward and sees if anyone needs help with anything
5. During the rest day Irene welcomes patients who are going to the operation table and helps them feel at home in the nursing ward.

**Sources:**

- [asz.nl/orthopedischcentrum/uw-behandelteam/s---sanne--hunze-/](http://asz.nl/orthopedischcentrum/uw-behandelteam/s---sanne--hunze-/)
- <https://www.youtube.com/watch?v=nRQB5HsCTdo>

## Persona 2

### Caregiver



**Name:** Eva de Visser

**Nationality:** Dutch

**Age:** 28

**Occupation:** Caregiver

**Environment:** At people their homes

**Bio:** Eva takes care for people from a wide variety of ages and areas that also have a wide variety of illnesses. Her weekly schedule changes very often so she has to be flexible in her approach. Eva is still relatively unexperienced but loves that her work can be different every day.

**Tasks:**

- Talk to patients (e.g. how are they feeling and small talk)
- Nurse patients
- Works together/has to communicate with family, friends or other people that help take care of Eva's patients
- Eva has to call to other organisations or colleagues in the name of the patient (e.g. making a doctor's appointment or asking for clarification)

**Frustrations/Fears:**

- Eva fears her patients forget how to use the equipment they're provided with
- Eva gets annoyed when in some situations she doesn't have the right/suited equipment with her
- Eva doesn't like it when she has to perform a medical procedure and doesn't have any assistance, because she can't remember or doesn't always know the procedure out of the top of her head. She has to either look it up or call for help.

**Goals/Needs:**

- Needs to communicate/needs to keep in touch
- Needs to know where certain equipment is available
- Sometimes needs assistance

**Device:** smartphone



**Day in the Life of:**

1. Maaike wakes up and has some breakfast
2. Maaike takes out her planner and sees what her schedule is like
3. Maaike starts her shift by going to the first location
4. Maaike helps an elderly lady who is disabled
5. Maaike asks how she is and talks about some more personal stuff
6. Maaike makes sure she gets clean sheets and clean clothing
7. Maaike needs some help from a family member in order to turn the elderly lady around.
8. Maaike leaves and visits her next patient, an 18 years old boy who needs a new feeding sack which is accomplished by installing a new sack onto complicated equipment.
9. Maaike tries to teach the boy how to install it.
10. When Maaike is finished with her shift she goes to the fitness school to get her mind off of her work.

**Sources:**

- <https://www.youtube.com/watch?v=5zBOXqx2KF8>

### Persona 3



**Name:** Levi Smeets

**Nationality:** Dutch

**Age:** 57

**Occupation:** Doctor

**Environment:** MMC Hospital, Orthopedisch centrum

**Bio:** Levi is a doctor with a surgery certificate in neurosurgeon. He has studied several subjects such as anatomy for 10 years before becoming a doctor so he knows a lot about his craftmanship. As he's getting older he does notice that he slowly starts getting more forgetful. Luckily he has assistants that can help him out. During the day Levi visits a lot of patients in his department. When Levi is done working he often has to study because as a doctor you have to keep your knowledge on a certain level.

**Tasks:**

- Performs surgery
- Diagnoses and treats patients

**Frustrations/Fears:**

- Fears that he will forget too many things in his craftmanship
- Is annoyed when the hospital doesn't provide enough assistance.
- Is annoyed that he doesn't have much time for other things when he's at home due to the need for studying.

**Goals/Needs:**

- Needs the right information about patients (EPD's) with him at all times.
- Needs assistance
- Wants assurance from others that he's doing the right thing

**Device:** rollable desktop

**Sources:**

- <https://www.youtube.com/watch?v=JOPx1RIEZzs0>
- <https://www.tmi.nl/artsen/>
- <https://www.youtube.com/watch?v=HsYQL7z8uIs>
- <https://youtu.be/hXUMIcfBqZ0>

**Alternative persona:**

- Unexperienced doctor; young person who just started working as a doctor is often insecure whether he's making the right decisions or not. Wants assurance that his decisions are right. Needs all the information with him quickly.
- Doctors without borders; have to travel lightly. Have to often operate without assistance.

