

UI/UX Assignment-3 – Creating Personas

Q:1 Submit the 2 personas created using the Assignment 1 use cases that we did as a class activity

→ **Persona 1: Amazon Fresh Buyer**



Buyer Persona

Sarah Doe

About:
Sarah is a senior software developer who is married and has 2 kids. She lives away from her parents and needs to take care of kids and manage her job as well. She has a very busy and dynamic schedule and wants to save time by avoiding going to the supermarket weekly for groceries and household essentials

Goals:

- Get fresh fruits, vegetables, meat as well as household supplies delivered at home without or with a minimal delivery fee
- Get a good variety of products and brands to choose from and a custom search and sort to find the required product easily
- Save time to spend more time with her family and kids

Needs:

- Needs a trustworthy and reliable shopping website which delivers fresh products in a short time
- Looking for a website which provides a wide variety of products and brands to choose from the required products
- Needs a website who provides customer reviews and custom filters to search products quickly and save user's time
- A good deal on the products which are bought often or provide a weekly or monthly subscription

"I don't have time to make a list and visit a supermarket on a weekly basis and hence want a simple way to buy things I need"

Demographics:
Age: 38
Occupation: Senior Developer
Family: Married, 2 children
Household income: \$120,000 PA
Location: Boston, MA


Favorite Websites:


Target.com


Walmart.com

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→ Persona 2: Amazon Prime Member



Amazon Prime Member

John Doe

About:

John is a senior year college student, who stays away from his family in college dorms and do an on-campus job to earn. His hobbies are reading, watching videos, and finding good deals on electronic products. Since he is not earning much he wants to save his money and just subscribe to a single membership that provides student offers, digital and streaming services, reading benefits, and good deals.




Goals:

- Save money by subscribing to a single membership plan and get unlimited access to reading, movies and music
- Get early access to deals
- Get free and fast delivery for the products ordered online

Needs:

- Need unlimited access to streaming and digital benefits to watch movies, listen to music, play games
- Looking for early access to deals and free delivery
- Need unlimited access to thousands of eBooks, comics with a narration feature

Favorite Websites:

Netflix.com Walmart.com Hulu.com

"I want to save money and buy a single membership which provides me a variety of benefits on shopping, streaming videos, delivery and reading"

Demographics:
Age: 21
Occupation: College Student
Interest: Watching videos, reading, online shopping
Income: \$900 per month
Location: Boston, MA

Q:2 Take the scenario/strategy of company PillPack website(www.pillpack.com ([Links to an external site.](#)) recently acquired by Amazon. Document its Product Objectives and User Needs plus create 2-3 personas by defining the couple of use cases first

Answer:

Product Objectives:

Make managing medications easier and human life healthier by following below points.

1. Sort (date/day, time) and pack pills/medications in easy to open packets as per the prescription
2. Allow to include creams, inhalers and testing supplies in the package
3. Delivering the package to customer's doorstep each month/ as per order for free
4. Work directly with doctor and insurance to resolve issues
5. Adjust medications if prescriptions change and automatically handle refills

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6. Provide 24x7 pharmacist support for questions and updates

User Needs:

1. Website/Online platform should be easy to use and should require less user input like just giving insurance and medicines list / prescriptions.
2. Avoid standing in line at a pharmacy
3. Save time by getting medicines/pills sorted
4. Avoid missing pills by getting dosage labelled with date and time
5. Get free delivery
6. Delivery should be customizable as per urgency
7. Automatic refilling and changing the dosage as per prescription service should be provided
8. Customer/Online support should be provided to resolve any issues

Use-cases:

Use case 1	Register and order through PillPack service
Actor	New User – Philip Hage
Basic Flow	Philip opens up the PillPack website. And clicks on the get started button. Enters his basic details, credentials and payment method. Further he uploads his medical insurance and doctor's prescriptions. PillPack verifies his account, coordinates with the doctors and insurance team, order his prescription, sorts and packs it and schedules his order for delivery.

Use case 2	Raising urgent delivery request
Actor	Registered User – Jenny Weasley
Basic Flow	Jenny is low on few medicines and needs an urgent refill. For that she can call the helpline number or use the PillPack support email id and order her medicines. The PillPack team will make arrangements for the urgent request and deliver the medications as soon as possible.

Use case 3	Updating Prescriptions
Actor	Registered User – Rob Granger
Basic Flow	Rob had a recent checkup and his dosage has changed. He needs to modify his prescription, for that he can directly connect his doctor with the PillPack officials/pharmacist/team and then on change of his prescription the details can get automatically updated without his involvement.

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Personas:

Persona 1 → New PillPack user



"I am very busy and travel out of city a lot to conduct promotional events and seminars. I want a simple way to carry my medications and save the time required to sort them"

Demographics:**Age:** 42**Occupation:** Marketing Manager**Family:** Married, 2 children**Income:** \$120,000 PA**Location:** Boston, MA

PillPack New User

Philip Hage**About:**

Philip is a marketing manager and is very occupied with his work. He constantly needs to travel out of the city or state to conduct promotional activities. Connect with the team to discuss marketing strategies and maintain relations with suppliers and buyers. He wants to relax, exercise, and spend time with his family when free. Due to age and an unhealthy lifestyle, he needs to take regular medications. He needs to sort and pack his medicines to carry with him while traveling.

Goals:

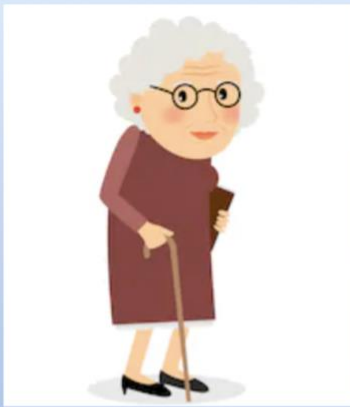
- Save time and use it to relax, enjoy with family, and exercise
- Take regular medicines and to live a healthy life

Needs:

- Need an online pharmacy that delivers the medications at doorstep free, thus saving time spent while standing in queues at the Pharmacy.
- Looking for a service that sorts and packs the medicines day and time-wise, which leads to the easy carrying of the medicines when on tour.
- Online service that is easy to get started with and does not consume much time

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Persona 2: Registered user who needs urgent medicine supplies



" I am a diabetic and need syringes and insulin supply regularly to maintain my sugar level."

Demographics:

Age: 65

Occupation: Marketing Manager

Family: Married, lives with son

Income: \$30,000 PA

Location: Boston, MA

Registers PillPack User

Jenny Weasley

About:

Jenny is old woman who lives with her son who is unmarried. He is very busy and arrives late at home. Jenny is diabetic and needs frequent supplies of syringes and insulin injections to maintain her blood sugar levels. Her house is far from a pharmacy and hence she needs to rely on her son for her medications.

Goals:


- Never miss medicine dosage due to lack of support or dependency on someone else
- Live a healthy life by taking regular medicines and avoid ill effects

Needs:

- Need an online pharmacy that delivers the medications at doorstep for free or any other additional charges
- Looking for a service which provides urgent medications on call or email

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Persona 3: Registered user who wants to update his dosage/prescriptions automatically



Registers PillPack User

Rob Granger

About:

Rob Granger is a middle aged man who recently suffered from a minor heart attack and had a heart surgery performed. He has to frequently perform checkups with the doctor. As per the result his prescription keeps on changing. Sometimes the dosage change while sometimes the drug changes. He needs to keep on updating his medications and needs to keep track of lot of medicines.

Goals:

- Never be lazy and take only the recent prescribed medications
- Live a healthy life by taking regular medicines and avoid ill effects

Needs:

- Looking for a service which interacts directly with the doctor and delivers medications as per the recent prescription
- Need an online pharmacy that delivers the medications at doorstep for free or any other additional charges
- Looking for 24X7 support with a pharmacist to clarify doubts or questions with updated prescriptions.

"I recently had a heart surgery and my prescription and medicine dosage frequently changes as per the checkup results"

Demographics:

Age: 51
Occupation: Accounts Manager
Family: Married, 1 child
Income: \$100,000 PA
Location: Boston, MA