

7/27/2021

Project Persona

Advanced E – Pharmacy System
Group No 01

1.1 PERSONA FOR ONLINE BUY MEDICINE: CUSTOMER SIDE

Demographics <ul style="list-style-type: none">▪ Age: 20-65▪ Gender: Male or Female▪ Users: Patients, trustees.▪ Live in: City or Village▪ Staying in: Hospital or Home, Elders home▪ Status: Single or Married	Behaviors <ul style="list-style-type: none">▪ People who take medicine monthly.▪ Living a busy life with work.▪ People can have vehicles or not.▪ Some people are unable to drive vehicles.▪ Disable people have no way to travel pharmacies.▪ Waste and spend a lot of time and money for travel pharmacy.
Pain Points <ul style="list-style-type: none">▪ Less of computer and phone usage knowledge.▪ Some people who have no vehicles.▪ Some pharmacies are closed due to covid situation.▪ Pharmacy is far away from home.▪ Some areas have travel restrictions with this Covid situation.▪ Some medicines are rare to find.▪ Pharmacy gives same medicines with another brand.	Goals and Needs <ul style="list-style-type: none">▪ Get correct medicines.▪ Get medicines soon.▪ Get medicines with special facilities.▪ We want to buy medicines with the brand as we want.▪ We need to be able to get all the medicines in same pharmacy.▪ Need to find money.▪ Need to find a device with proper internet connection.

1.2 PERSONA FOR ONLINE BUY MEDICINE: CLIENT SIDE

Demographics <ul style="list-style-type: none">▪ Age: 35-65▪ Gender: Male▪ Live in: City▪ Status: Single or Married	Behaviors <ul style="list-style-type: none">▪ He has to go pharmacy every day.▪ Spends busy life.▪ Manage working and living life.▪ Daily manage pharmacy transactions.▪ Waste and spend a lot of time and money for travel pharmacy.
Pain Points <ul style="list-style-type: none">▪ Less of businesses because of Corona.▪ Corona can be spread.▪ Unable to stay many customers at once with this Covid situation.▪ Less of employees with this Covid situation.▪ Less of computer and phone usage knowledge.	Goals and Needs <ul style="list-style-type: none">▪ Increase businesses by recruit many employees.▪ To increase their pharmacy standard.▪ Issue correct medicines with efficiency.▪ Starts a delivery system.▪ Need to find a device with proper internet connection.▪ Need to recruit employees with proper IT knowledge.▪ Account for online transactions.

1.3 PERSONA FOR ONLINE BUY MEDICINE: DELIVERY PERSON SIDE

Demographics <ul style="list-style-type: none">▪ Age: 18-50▪ Gender: Male▪ Live in: City or Village▪ Staying in: Home, Room and annex▪ Status: Single or Married	Behaviors <ul style="list-style-type: none">▪ Deliver medicines to customers.▪ He has to live in a near place to pharmacy.▪ Need to maintain good communication with customers.▪ Safe driving, route setting, and loading/unloading.▪ Maintain positive attitude.▪ Deliver medicines with efficient and fast service.▪ Extensive knowledge of commercial driving laws.
Pain Points <ul style="list-style-type: none">▪ Some customers are unable to contact because they have sent incorrect locations.▪ There is a risk to travel because of Covid pandemic.▪ Some areas have travel restrictions.▪ Getting stress and a busy life with work.▪ Without contact with customer, unable to ensure accuracy of location.▪ Outdated technology.	Goals and Needs <ul style="list-style-type: none">▪ Deliver correct medicines.▪ Deliver medicines soon.▪ Deliver medicines with special facilities.▪ Need better driving skills, legal driving license.▪ In safely loading and unloading.▪ experience in map reading, GPS-based route tracking.▪ Safe use of delivery vehicle.

1.4 REFERENCES:

01. <https://coverlettersandresume.com/driver/career-objective-examples-for-delivery-driver/>
02. <https://wegov.com.br/wp-content/uploads/2017/01/Tips-to-Address-6-Common-Pain-Points-in-Service-Delivery.pdf>