






“Soleo”- A personalized Healthcare application.

Expected end user groups.

1. Patients
2. Caregivers/ Guardians
3. Healthcare providers
4. Medical staff members
5. Reservation staff
6. Administrative professionals

1. Patients

<div>Project Personalise health app</div> <div>Client Sarah Jones</div> <div>Date April 2, 2024</div>	<div><div></div><div>Sarah Jones Hi, I'm Sarah! I'm busy and health-conscious. I want an app to manage appointments, track my fitness data, and remind me about medications. Ideally, it would integrate with my wearable and be user-friendly.</div></div> <div><div>Age: 30</div><div>Job title: Marketing Manager</div><div>Status: Single</div><div>Location: Urban City</div></div>	<div>GOALS Reasons to use our service</div> <div>-Improve overall health.</div> <div>-Manage chronic conditions (if applicable).</div> <div>-Increase efficiency in healthcare management.</div>	<div>NEEDS Reasons to buy our service</div> <div>-Reliable medication reminders.</div> <div>-Appointment scheduling.</div> <div>-Health data tracking (weight, sleep, etc.).</div> <div>-Integration with wearables.</div> <div>-Secure data storage.</div>	
<div>Persona The person canvas can be used to give a customer segment a face and name</div>	<div>PERSONALITY</div> <div><div>Introvert</div><div>Extrovert</div><div>Analytical</div><div>Creative</div><div>Busy</div><div>Time rich</div><div>Messy</div><div>Organized</div><div>Independent</div><div>Team player</div></div>	<div>INFLUENCERS What product or services are influencing</div> <div></div>	<div>PAIN POINTS How can our service help</div> <div>-Forgets appointments and medications.</div> <div>-Struggles with managing health data across platforms.</div> <div>-Difficulty finding reliable health information.</div>	<div>INTERESTS Interests that can influence decision</div> <div>-Fitness.</div> <div>-Healthy eating.</div> <div>-Technology.</div> <div>-Preventative healthcare.</div>
	<div>BEHAVIOR TRAITS</div> <div><div>Organized</div><div>Proactive</div><div>Busy Lifestyle</div><div>Health Conscious</div></div>			

2. Caregivers/Guardians of patients

Project

Personalize health app

Client


David Miller

Date

April 2, 2024

Persona

The person canvas can be used to give a customer segment a face and name



David Miller

I'm David, and I help care for my mom. I need an app to track her medications, schedule appointments, and monitor her vitals. It would be great if it could connect me with healthcare providers and offer resources for caregivers.

Age: 55

Job title: Retired Teacher

Status: Married, caring for elderly parent

Location: Suburban Area

GOALS
Reasons to use our service

- Ensure loved one's health and safety.
- Improve communication with healthcare providers.
- Reduce caregiving stress.
- Empower loved one's independence.

NEEDS
Reasons to buy our service

- Medication reminders.
- Appointment management.
- Health data tracking (blood pressure, etc.)
- Secure communication channels with healthcare providers.
- Access to caregiver resources.

PERSONALITY

Introvert ————— Extrovert

Analytical ————— Creative

Busy ————— Time rich

Messy ————— Organized

Independent ————— Team player

INFLUENCERS
What product or services are influencing

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BEHAVIOR TRAITS

Compassionate Responsible

Advocate Organized

PAIN POINTS
How can our service help

- Difficulty managing medication schedules.
- Juggling appointments.
- Limited time for own health.
- Finding clear caregiver information.

INTERESTS
Interests that can influence decision

- Family well-being.
- Staying organized.
- Health advocacy.
- Online support groups for caregivers.

3. Healthcare Providers

Project

Personalize health app

Client


Dr.Emily Lee

Date

April 2, 2024

Persona

The person canvas can be used to give a customer segment a face and name



Dr.Emily Lee

I'm Dr. Lee, a family physician. I need an app that streamlines patient care, improves communication, and integrates with existing EHR systems. Time is precious, so efficiency is key.

Age: 40

Job title: Family Physician

Status: married

Location: Hospital setting

GOALS
Reasons to use our service

- Improve patient outcomes.
- Increase efficiency in consultations.
- Enhance communication with patients and colleagues.

NEEDS
Reasons to buy our service

- Secure access to patient data.
- Appointment reminders, patient communication tools.
- Integration with EHR systems, medication management features.

PERSONALITY

Introvert ————— Extrovert

Analytical ————— Creative

Busy ————— Time rich

Messy ————— Organized

Independent ————— Team player

INFLUENCERS
What product or services are influencing

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BEHAVIOR TRAITS

Patient Centered Continuous Learner

Collaborative Time Conscious

PAIN POINTS
How can our service help

- Time constraints limit in-depth consultations.
- Difficulty managing complex patient data.
- Inefficient workflows due to lack of app integration.

INTERESTS
Interests that can influence decision

- Medical advancements.
- Patient education.
- Healthcare technology.
- Improving patient experience.

4. Medical staff members

Project

Personalia health app

Client


Maria Rodriguez

Date

April 2, 2024

Persona

The person canvas can be used to give a customer segment a face and name



Maria Rodriguez

I'm Maria, an RN. An app that helps me access patient information, track vitals, and communicate with doctors would be fantastic. It would save time and improve patient care coordination.

Age: 28
Job title: Registered Nurse
Status: Single
Location: Hospital setting

GOALS
Reasons to use our service

- Improve patient care delivery.
- Streamline communication with healthcare team.
- Increase efficiency in daily tasks.

NEEDS
Reasons to buy our service

- Patient data access (vitals, medications).
- Appointment scheduling updates.
- Secure communication channels with doctors and nurses.
- Task management features.

PERSONALITY

Introvert ————— Extrovert




Analytical ————— Creative

Busy ————— Time rich

Messy ————— Organized

Independent ————— Team player

INFLUENCERS
What product or services are influencing



BEHAVIOR TRAITS

Patient Centered Problem Solver
Team Player Continuous Learner

PAIN POINTS
How can our service help

- Difficulty accessing patient information quickly.
- Inefficient communication processes.
- Repetitive administrative tasks.

INTERESTS
Interests that can influence decision

- Patient advocacy.
- Teamwork.
- Improving hospital workflows.
- Using technology to enhance care.

5. Reservation staff

Project

Personalia health app

Client


Michael Chen

Date

April 2, 2024

Persona

The person canvas can be used to give a customer segment a face and name



Michael Chen

I'm Michael, and I schedule appointments. An app that allows patients to book appointments online and integrates with our calendar would be a huge time-saver. It would also free up my time for other tasks.

Age: 22
Job title: Appointment Scheduler
Status: Single
Location: Clinic Settings

GOALS
Reasons to use our service

- Improve appointment scheduling efficiency.
- Reduce phone calls and wait times.
- Streamline communication with patients.

NEEDS
Reasons to buy our service

- Online appointment booking system.
- Calendar integration.
- Patient communication tools.
- Appointment confirmation features.

PERSONALITY

Introvert ————— Extrovert




Analytical ————— Creative

Busy ————— Time rich

Messy ————— Organized

Independent ————— Team player

INFLUENCERS
What product or services are influencing



BEHAVIOR TRAITS

Customer Focused Problem Solver
Organized Adaptable

PAIN POINTS
How can our service help

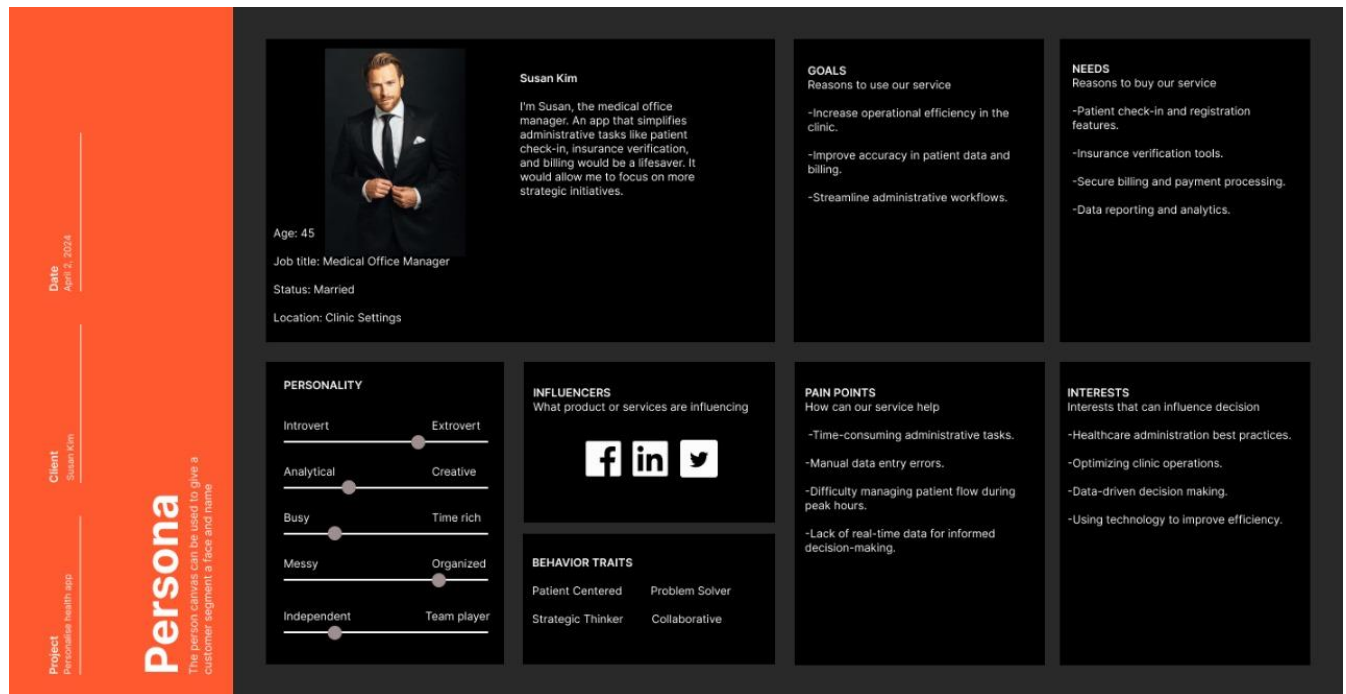
- Repetitive phone calls and appointment confirmations.
- Difficulty managing a busy schedule.
- Limited time for complex scheduling needs.

INTERESTS
Interests that can influence decision

- Customer service.
- Organization.
- Technology solutions.
- Streamlining administrative tasks.

3

6. Administrative professionals



GROUP 04

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