👤 List of Personas

Overview

There are four personas we have created, which can be seen in the sub-pages:

- **Olivia**: A young patient who has very recently been diagnosed with cancer
- **Ron**: An older patient who has been in treatment for a few years
- **Sarah**: A patient carer who looks after patients with cancer
- **Mark**: A secretary who works at an oncology clinic

Justification

The team feels that these four personas are required as they reflect a range of use scenarios and individual needs. Below is an overview of the decision-making reasoning

- The user category was split into two personas - Ron and Olivia - because we felt that patients at different stages of their diagnosis have vastly different feature requirements and emotional interests.
  - Olivia represents someone who is very recently diagnosed, and is feeling emotions such as fear and anxiety. As such, her interest as a user is largely in feeling supported and learning to understand what her diagnosis means for her. The features of the app that specifically relate to this persona are along the lines of the resources and information components.
  - Ron represents someone who has already come to terms with his diagnosis, and is using the app more as a reminder not to miss appointments. He is also older and is experiencing 'chemo brain', so he feels much more likely to miss an appointment. The features specifically relating to this person are the notification and appointment schedule components of the app.
- We felt that a user's carer (Sarah) was required as a separate persona because they are likely to be using the app differently to patients. They are specifically interested in being able to use the app without needing to involve their patients too much, keeping a respectful distance.

Hierarchy

The following hierarchy diagram describes how the types of users are related. There are two types of patients in order to give a more diverse range of experiences that could describe how people might use the app. In the goal model, the 'patients' role refer to both Olivia and Ron, who are both patients despite their more specific individual needs

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                        │   User   │
                        └──────────┘
             ┌────────────────┼────────────────┐
             ▼                ▼                 ▼
      ┌──────────┐     ┌──────────┐      ┌──────────┐
      │ Patient  │     │  Sarah   │      │   Mark   │
      └──────────┘     └──────────┘      └──────────┘
        ┌──────┴──────┐
        ▼             ▼
  ┌──────────┐  ┌──────────┐
  │  Olivia  │  │   Ron    │
  └──────────┘  └──────────┘
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