**Balloon Animal - Patient Persona 1**

**Bobby**

Age 28

IT Professional working since 6 years

Diagnosed with diabetes 2 years back. He has to take medicines twice a day and do a blood test + doctor visit once a month

Spends about 10% of his income (Rs 10,000/ month) on - medicines, tests and doctor-check-in

He is a hobby photographer and bike enthusiast who owns a Royal Enfield Himalayan.

**Devices and Usage**

Well off and uses the Google Pixel 3 XL. Uses smartphone quite effectively to keep a track of his work, expenses and of course to keep in touch with his people.

**Factors accountable for trust/distrust in Pharma**

* Whether Pharma is certified or not
* Does Google shows me the result of the medicines that pharma is offering (as an alternative)
* Too cheap medicines creates distrust
* How do I verify if the formula of alternate medicines is exactly same (as of my original medicine)

**Factors accountable for trust/distrust in Doctor**

* Feeling of experimenting (with different medicines) on me
* Overpriced medication and unnecessary procedures (like various tests)
* Prior bad experiences (with me or someone I know) and ineffectiveness of medication
* Outline side-effects prior to suggesting medication creates trust

**Willingness to Switch**

2.5 out of 5

**Motivation to Switch**

* Tested effectiveness of medicines
* Peer/Family Doctor’s Recommendation
* Advertising
* Emergency in the situation
* Easy Availability
* Discounts

**Balloon Animal - Patient Persona 2**

**Bablu**

Age 38

Worker in cement factory since 20 years

Bablu’s family is large and includes 3 children and his own parents whom he takes care of.

He suffers from some liver issues.

**Devices and Usage**

Uses the Micromax Canvas Spark 3. Spends lot of time on WhatsApp - scanning through forwards from friends and family

**Factors accountable for trust/distrust in Pharma**

* Purchase Now and Pay Later
* Offering cheaper alternatives to prescribed medicines
* Frequent unavailability of medicines
* Pharma who speaks in his mother tongue is easier to trust

**Factors accountable for trust/distrust in Doctor**

* Ineffectiveness of medication
* Too many medical procedures
* Relative or friend’s experience with doctor
* *Feels powerless is something goes wrong*
* Biased treatment based on financial status
* Unfamiliarity with medical jargons (thrown by doctors) create distrust
* Ask to visit (doctor) multiple times creates distrust
* Doctor is the source of truth unless he hears something from his children

**Willingness to Switch**

4 out of 5

**Motivation to Switch**

* Faith in political parties/corporator
* Overall cost of treatment
* Least disruptive choices
* Test & Then pay for medicines
* Cost of medicines
* Family Recommendation
* Freebies or Handouts from govt. officials
* Govt. discounts
* Tie ups with trusts or NGOs
* Doctor’s recommendation
* Subsidized cost