

Health Alliance Plan of Michigan

Pitch board Personas

Our comprehensive user research identified three key personas within HAP's workforce:

- Cautious Carl, representing employees hesitant about technology changes;
- Tech-Savvy Adi, an early adopter enthusiastic about AI's potential;
- Manager Ashlyn, who needs to support her team through digital transformation.

These evidence-based personas guided our design decisions, ensuring the AI training platform addresses diverse learning styles, technology comfort levels, and organizational roles. By crafting targeted learning pathways for each persona, our solution balances accessibility for novices with depth for advanced users, while providing managers with the metrics and insights needed to facilitate adoption across their teams. This persona-driven approach enabled us to create an inclusive platform that transforms potential resistance into engagement and builds confidence across HAP's entire organization.



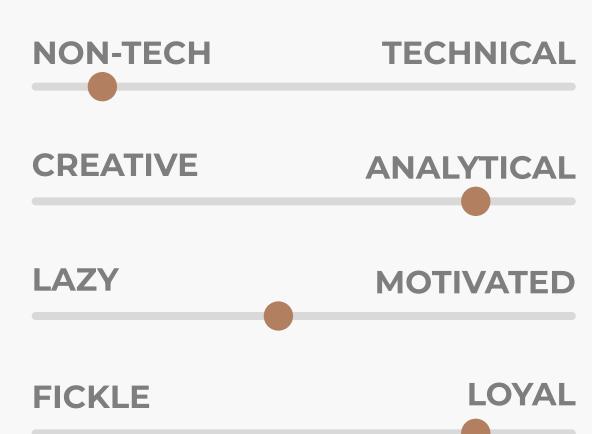
Carl, 65

"I need to understand how AI will help me serve our members better, not just faster."

Demographics

- Gen X
- Member Services
- Claims Specialist
- Associate's

Personality



Story

Carl has been with HAP for fifteen years and has witnessed several technological transitions that disrupted established workflows. He takes pride in his thoroughness and attention to detail, qualities that have earned him respect among peers and leadership. Carl worries that AI might introduce errors or compromise the quality standards he's maintained throughout his career. He needs concrete examples of how AI will improve—not replace—the human judgment he values in his work.

Wants

- Clear step-by-step instructions
- Data security assurances
- Evidence of practical benefits

Frustrations

- Problematic previous tech rollouts
- Leadership disconnected from daily work



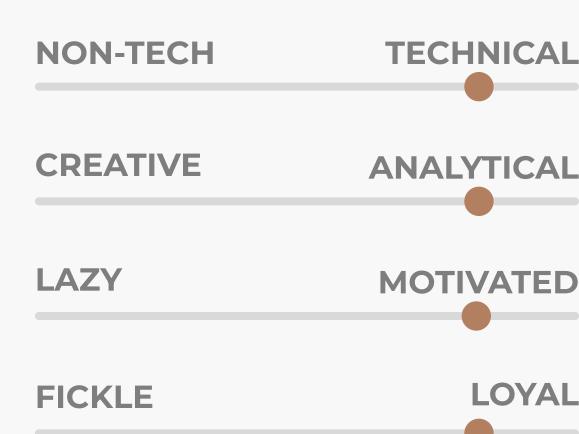
Adi, 24

"I want to harness AI to work smarter, not just harder."

Demographics

- Gen Z
- IT Dep.
- Systems Analyst
- Bachelor's

Personality



Story

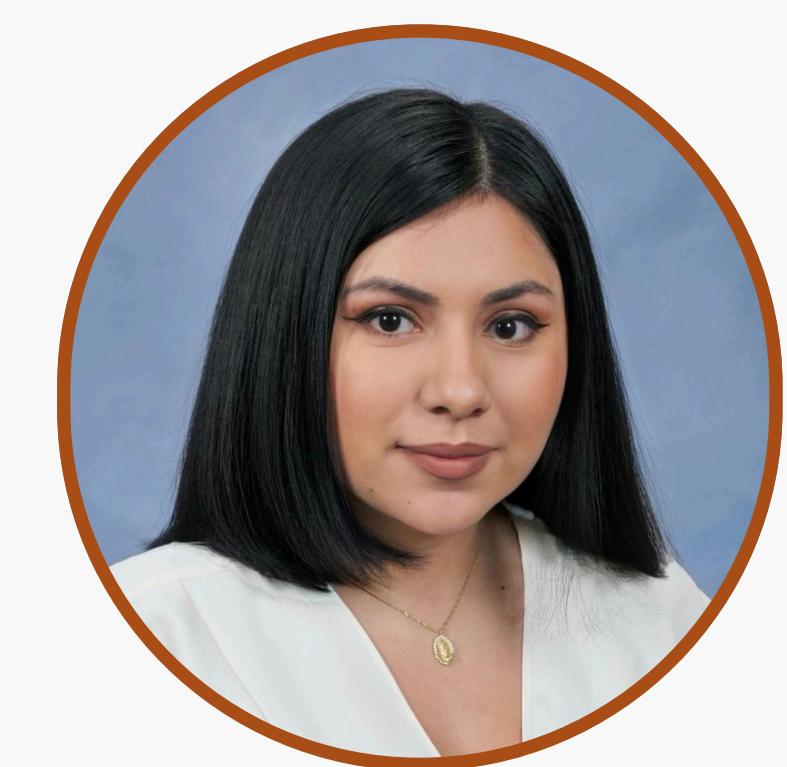
Adi has always been the first to adopt new technologies in his department, often helping colleagues troubleshoot their technical issues. He regularly listens to tech podcasts and follows AI developments with genuine interest and excitement. At HAP for five years, he's built a reputation as someone who embraces change and looks for ways to optimize his workflow. Adi sees AI as an opportunity to eliminate repetitive tasks and focus on more strategic aspects of his role.

Wants

- Advanced AI tutorials beyond basics
- Integration with existing HAP systems
- Early access to test new tools

Frustrations

- Red tape slowing technology adoption
- Colleagues resistant to change



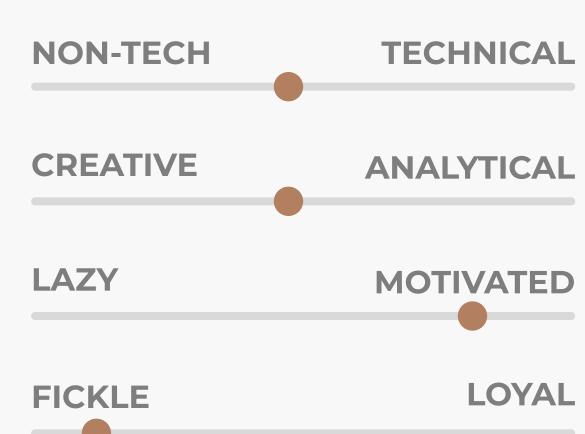
Ashlyn, 31

"My success depends on equipping my team to embrace change confidently."

Demographics

- Millennial
- Operations
- Director
- MBA

Personality



Story

Maria leads a diverse team of twelve employees with varying technical abilities and career stages. She feels responsible for supporting her team through changes while maintaining productivity and meeting departmental goals. Having implemented several system changes in her eight years as a manager, Maria understands that successful adoption requires addressing both practical training needs and emotional concerns. She needs to see clear ROI on time invested in training and tools to monitor her team's progress among peers and leadership.

Wants

- Implementation timeline without disruption
- Resources for addressing concerns
- Team adoption metrics dashboard

Frustrations

- Balancing innovation with daily operations
- Limited visibility of tool usage