Personas for Cavas:

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| Photo | Name: Tom, The Organized |
| Age: 25 years |
| Psyche: He is an extroverted, sociable person. |
| Background | Tom is a writer and journalist at a news company. He is currently working in travel and tourism department in his company. He goes to collect news during the day and write it for next day’s newspaper. He often has to work during odd hours because of his job. He feels more responsibility after getting promoted last month.  He majored in Communications and Journalism in college. He is familiar with Computers.  He loves travelling. He is a volunteer in his city’s travel community. He travelled to 15 cities in last 2 years. |
| Emotions and attitudes | Tom is not very tech savvy. Although he is good with audio and video tools he often uses at work, he still considers himself dumb when he cannot understand something on web. |
| Personal traits | Tom is a keen learner. He researches on web if he doesn’t know. |
| Needs | Tom finds it difficult to scan copies of his medical bills. Tom wants all his medical documents, and bills to be organized so that he can easily report his insurance company. He finds it difficult to schedule a doctor appointment. He is frustrated to wait in the queue for the doctor at the hospital during a busy day. |
| Situations | Tom was working hard at work since last year. He is happy that he is promoted. He started feeling more responsibility towards his job. He started working with inter-city news journalist department. He likes it because he loves travelling. But he often forgets the date he has to report his bills to insurance agency. As the bills are on paper he either travels back or asks his brother to do it for him. He thinks “Only if they are digital, I could send them at any place and any time”. He is worried about his relationship with his brother because of his sudden requests for help. |
| Scenarios | Create some scenarios that show how the person  manages to solve their needs in a new way, using your  product. The scenario should have a beginning (presents  the user and what the persona wants to achieve), middle  (what the user does with your product and the persona’s  motivation for pursuing the goal) and end (describes  whether the persona succeeds in his or her intentions). |

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| Tom  The Organized | A person sitting at a table with a computer and smiling at the camera  Description generated with high confidence | *“I need quick access to my medical reports and digital copies of prescription and bills online to report them to my insurance agency. I want my doctor appointment scheduling process to be easy”* |
| **Personal Profile**  Tom is a writer and journalist at a news company. He is currently working in travel and tourism department in his company. He goes to collect news during the day and write it for next day’s newspaper. He often has to work during odd hours because of his job. He feels more responsibility after getting promoted last month.  He majored in Communications and Journalism in college.  He loves travelling. He is a volunteer in his city’s travel community. He travelled to 15 cities in last 2 years.  Tom is not very tech savvy. Although he is good with audio and video tools he often uses at work, he still considers himself dumb when he cannot understand something on web. Tom is a keen learner.  Tom was working hard at work since last year. He is happy that he is promoted. He started feeling more responsibility towards his job. He started working with inter-city news journalist department. He likes it because he loves travelling. But he often forgets the date he has to report his bills to insurance agency. As the bills are on paper he either travels back or asks his brother to do it for him. He thinks “Only if they are digital, I could send them at any place and any time”. He is worried about his relationship with his brother because of his sudden requests for help.  Tom finds it difficult to scan copies of his medical bills. Tom wants all his medical documents, and bills to be organized so that he can easily report his insurance company. He finds it difficult to schedule a doctor appointment. He is frustrated to wait in the queue for the doctor at the hospital during a busy day. | | **Personal Information**  **Profession:** Journalist at a news company  **Age:** 25  **Personality:** Extroverted, sociable person  **Internet usage:**  **Internet Experience:** 5 years  **Primary use:** email, shopping  **Hours per week:** 3 hrs.  **Computer:** MacBook (about one year old), 5 Mbit internet connection  **Motivations:** |
| **User Needs:**   * Store digital copies of medical reports * Downloadable digital copies of medical bills and prescriptions * Appointment scheduling |  |

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| Photo | Name: Dharan, The new dad |
| Age: 30 years |
| Psyche: He is an introvert |
| Background | Dharan is a software Engineer at a reputed firm. He has been working there since he graduated. He got married 3 years ago and now, he has become a dad of 2-year-old boy.  He works in development team at his company. As his wife is also working, they spend time together on weekends.  He studied Computer Science in college. He is very much familiar with new technology. |
| Emotions and attitudes | Dharan is very tech savvy. He feels frustrated when he cannot find information on web. |
| Personal traits | Dharan is a fast and keen learner. He likes changes. He is curious and enthusiastic when it comes to web. |
| Needs | Being a dad is very new to Dharan. He wants to preserve his child’s medical reports for future use. He need to book regular appointments with doctor for his son’s medical needs very often. It is difficult for him to get a doctor appointment sometimes even by scheduling it on phone to the hospital. |
| Situations | Dharan loves his family and wants to take care of them. As his son too young, he often gets sick and Dharan must make appointments for regular checkups and even on emergencies. We he must request an appointment, he is often put on call queue for long. As he feels bad for his son, he feels frustrated. |
| Scenarios | Create some scenarios that show how the person  manages to solve their needs in a new way, using your  product. The scenario should have a beginning (presents  the user and what the persona wants to achieve), middle  (what the user does with your product and the persona’s  motivation for pursuing the goal) and end (describes  whether the persona succeeds in his or her intentions). |

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| **Dharan**  **The New Dad** | A picture containing person, tree, outdoor, grass  Description generated with very high confidence | *“This is all new to me. I want to store my child’s medical reports to be preserved for future use. I want to have appointments scheduled regularly for my son with my doctor in this busy hospital”* |
| **Personal Profile**  Dharan is a software Engineer at a reputed firm. He has been working there since he graduated. He got married 3 years ago and now, he is a dad of 2-year-old boy. He works in development team at his company. As his wife is also working, they spend time together on weekends.  He studied Computer Science in college. He is very much familiar with new technology.  Dharan is very tech savvy. He feels frustrated when he cannot find information on web.  He is a fast and keen learner. He likes changes. He is curious and enthusiastic when it comes to web.  He loves his family and wants to take care of them. As his son too young, he often gets sick and Dharan must make appointments for regular checkups and even on emergencies. We he must request an appointment, he is often put on call queue for long. As he feels bad for his son, he feels frustrated.  Being a dad is very new to Dharan. He wants to preserve his child’s medical reports for future use. He need to book regular appointments with doctor for his son’s medical needs very often. It is difficult for him to get a doctor appointment sometimes even by scheduling it on phone to the hospital. | | **Personal Information**  **Profession**: Software Engineer  Age: 30  **Personality:** Introverted  **Internet usage:**  **Internet Experience:** 12 years  **Primary use:** shopping, email, work at office  **Hours per week:** 25  **Computer:** Dell (Inspiron 7000) , 5 Mbit Internet Connection  **Motivations:** |
| **User Needs:**   * Store his son’s medical records for future use * Schedule appointments online * Automate scheduling process for regular checkups * Downloadable prescriptions online | |

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| Photo | Name: Bentley, The busy architect |
| Age: 30 years |
| Psyche: He is an extrovert |
| Background | Dharan is a software Engineer at a reputed firm. He has been working there since he graduated. He got married 3 years ago and now, he has become a dad of 2-year-old boy.  He works in development team at his company. As his wife is also working, they spend time together on weekends.  He studied Computer Science in college. He is very much familiar with new technology. |
| Emotions and attitudes | Dharan is very tech savvy. He feels frustrated when he cannot find information on web. |
| Personal traits | Dharan is a fast and keen learner. He likes changes. He is curious and enthusiastic when it comes to web. |
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| David  The Worried, frustrated job hunter | A person wearing a hat  Description generated with very high confidence | “quote”  -key differentiators |
| Personal Profile  <story> | | Personal Information  Profession:  Age:  Personality:  Internet usage:  Internet Experience:  Primary use:  Hours per week:  Computer:  Motivations: |
| User Goals:  -list | Business Objectives |