Persona

USER PERSONA

Oliver Bykes

ABOUT

Oliver is a graduate student at Berkley who takes great care of his health, goes to the gym and yoga. He likes to spend his free time hiking. Oliver eats exclusively fresh and healthy food.

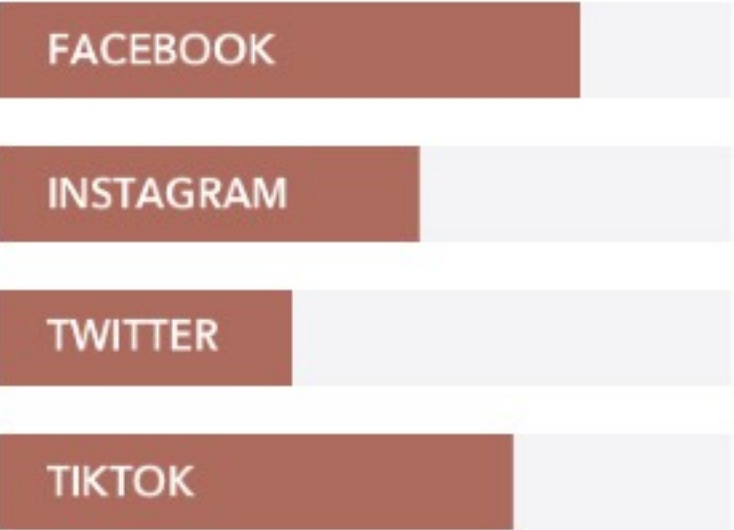|	
AGE	28
OCCUPATION	Ph.D Student
INCOME	More than $50k
STATUS	Single
LOCATION	Los Angeles, CA

NEEDS

- Search for a doctor by place of residence
- Possibility of online booking, online consultations
- The opportunity to learn more about the doctor before the visit

FRUSTRATIONS

- The doctor's office is very far away
- Need to call or go for an appointment
- What if my doctor is bad?

SOCIAL MEDIA ACTIVITY

FACEBOOK

INSTAGRAM

TWITTER

TIKTOK

CURRENT FEELINGS

Stressed   Concerned   Busy

PERSONALITY

PASSIONATE   MOTIVATIONAL

GIVING   LOVING   OPTIMISTIC

CJM

Steps	Need help	Download App	Registration	To be continued...
Motivation / Drivers	I have a headache and cough, I don't know where to find a specialist for consultation	Get a consultation, Make tests	Get a consultation, Make tests	
Expected result	Find a specialist for consultations near me or online.	Quickly familiarize yourself with the functionality, You can consult online, Choose a doctor by rating and location,	I can find a doctor before registration steps. Registration by using 3-rd services.	
Barriers	I have never tried an online consultation, I am not sure if this option works for me	The functionality of the application will be unclear, Does not inspire confidence.	Must make a registration To many registration fields	
Emotion	😐	🙂	😐	
Motivation / Drivers	The app is available on all platforms and has a good rating and reviews	The application is fast, intuitive, convenient	Access to view the application without registration, Registration with 3rd party services	
Barriers	Bad reviews, hard to find, ugly app	It works slowly, there are few doctors	HIPAA? What data collect?	
Improvement and problem solving	Work on the quality of the application, Follow user feedback and implement the necessary changes. Promote the app. Make a high-quality advertising company. Update the design.	Optimize the application, Add onboarding Add more specialists	Reduce the number of registration steps, Collect only the necessary data. Make it possible to use the application without registration.	