User Persona

Maria

Key Attribute

Cheerful, organized, creative, honest, and considerate

Short Description

"Organization is key to a convenient lifestyle"
"It is crucial to integrate authenticity and stay true to the pillars of honesty on any platform"
"Empathy and consideration of other's thoughts and actions makes one truly human"

Needs

I have a condition/disease that causes for me and my family members to urgently have to go to the hospital or urgent cares sometimes. I hope by taking this journey, to make the process of finding available, positively-rated healthcare services nearby me easier and minimize dissatisfaction.

Challenges

Experience with long, unexpected wait times and patient services in urgent, life-threatening situations. Along with this, experienced poor customer service and lack of empathy from healthcare professionals.

Opportunities

This product will allow for a streamlined interface with all surrounding healthcare services in a certain area to show up, along with the scores of the hospitals based on the condition I am admitting for.

User Persona

John

Key Attribute

Laid-back, compassionate, calm, inventive, observant, studious

Short Description

"There are infinite possibilities to solve one problem, the fun is in determining what these solutions could be"
"Streamlining every day processes is a goal that every tech company should have"

Needs

I have to go to the doctor's offices often, because I take care of my grandparents at home. Both of my grandparents have different conditions and I sometimes don't know which is the best doctor's office that I should take them to in order to address their different needs.

Challenges

Can never tell the difference between urgent cares, hospitals, and emergency departments. Also don't know enough about medical specialties to know which specialty is relevant with different health conditions/scenarios.

Opportunities

This product will provide an interface that allows one to enter the details for their intended healthcare visit, and then return the range of offices/departments they can go to, along with the score they are given. This will address patients who are less knowledgeable and help get them to where they need to be as fast as possible.