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Personas & Scenarios

**PERSONA**

Name: Dr. Michael Thompson

Persona Type: Medical Imaging Professional

Age: 45 years old

Location: Seattle, Washington

Technical Comfort: High

Job Title: Radiologist

**Backstory:**

* Dr. Michael Thompson is a radiologist with over 20 years of experience working in both hospital and private clinic settings.
* He specializes in diagnostic imaging.
* He is always on the lookout for the latest advancements in imaging technology to improve his ability to help patients.
* Dr. Thompson frequently attends medical conferences.
* He consistently educates himself to stay updated with industry trends.

**Motivations:**

* To find high-quality, reliable equipment for medical imaging.
* To stay informed about the latest advancements in imaging technology.
* To purchase imaging equipment and supplies from a trusted, specialized supplier.

**Frustrations:**

* Difficulty finding comprehensive product specs and performance reviews.
* Complicated website navigation and poor user interface.
* Unclear stock availability.
* Convoluted ordering process.

**Ideal Experience:**

* Easy-to-navigate website with clear categories for medical imaging equipment.
* Detailed product specifications, technical data, and user reviews.
* Access to customer support for detailed inquiries and technical advice.
* Efficient procurement process with clear stock information and delivery timelines.

**Quote:**

“Access to the latest and best medical equipment is vital for providing top-notch patient care. A seamless ordering process would allow me to focus more on my patients and less on all the logistics.”

**SCENARIO**

**User Task Profile Targeted:** Dr. Michael Thompson

**Subject Persona:** Medical professional

**Scenario Description:** Radiologist looking to order imaging equipment.

**Background:**

Dr. Michael Thompson is a 45-year-old radiologist based in Seattle, Washington. He’s tech-savvy and accustomed to researching and buying cutting-edge medical equipment online. Given his demanding schedule, he values websites that provide comprehensive information about the products for sale and a streamlined purchasing process. Efficiency is extremely important to him and crucial to the ongoing success of his medical career.

**Objective:**

Dr. Thompson's primary motivation for using the PNWX website is to find and purchase a new MRI machine for his clinic. He needs detailed technical specifications, thorough performance data, and a good selection to make an informed decision and ensure the timely arrival of the new equipment. He can’t keep his patients waiting.

**Narrative:**

Dr. Thompson visits the PNWX website to explore his options for a new MRI machine. He finds the website's layout unprofessional and difficult to navigate. The limited technical specifications and lack of performance reviews for each MRI machine doesn’t provide him with the information needed to compare his options. There also seems to be a lack of accessible technical support short of calling or e-mailing, which he doesn’t have time for. An FAQ would be ideal. He also has no idea how long shipping would take or whether or not the items listed are in stock. Overall, it’s not a positive experience and Dr. Thompson will likely end up shopping elsewhere.