

Persona

Primary User



Aaron Motz



Age: 27

Job Title: Pharmacy Tech.

Status: Single

Location: St. John, NF

"Aaron was born in Nova Scotia and grew up volunteering in his small community. He attended Memorial University of Newfoundland where he obtained an undergraduate degree in chemistry. Aaron then attended pharmacy school at the University of Toronto before returning to St. John, FL where Aaron currently works as a Pharmacy Technician at a busy retail pharmacy in downtown St. John. Aaron loves his work but is often frustrated because he feels that some processes are too slow and that it is impacting his ability to provide care to his patients in a timely manner."

GOALS
Reasons to use our service

- Improve the processes that are currently followed at the pharmacy
- Spend less time managing the cash register
- Ensure that all the prescriptions that they are filling have been approved by the pharmacist
- Maintain personal work-life balance while improving patient care

NEEDS
Reasons to buy our service

- Needs to spend more time doing "pharmacy-related" work and spend less time doing customer service Aaron finds boring
- Needs to have all of their prescriptions signed off by the pharmacist currently working
- Needs to have their time well-utilized to meet the growing customer base of his retail pharmacy location
- Needs to ensure that patients pickup medication with a regular cadence
- Needs to have time to conduct their non-pharmacy related tasks such as paperwork and cleaning

PERSONALITY

Introvert	Extrovert
Analytical	Creative
Busy	Time rich
Messy	Organized
Independent	Team player

INFLUENCERS
What products or services are influencing



BEHAVIOR TRAITS

Go-Getter	Happy	Innovative
Curious	Compassionate	Quiet
		Bold

PAIN POINTS
How can our service help

- Aaron hates it when he is working behind the counter and needs to breakup his workflow to run the cash register during peak hours
- Aaron struggles to complete paperwork for each prescription he fills out while running the cash register
- Aaron considers himself an introvert and gets tired conducting large amounts of customer service for the retail components of the pharmacy
- Aaron loses sleep at night because he feels like he doesn't have time to deliver the care he feels some of his patients require because he is feeling pressed by other customers to work quickly.

INTERESTS
Interests that can influence decision

- Management strategies to improve work culture
- New medication, specifically for those with chronic illnesses
- Participating in research
- Spending time away from work at her family's cottage in northern Ontario
- Hiring a diverse workforce and staffing for diversity at pharmacies
- Women's health, especially in aging populations