

## Persona

### Mini Project Topic: Healthy Life Application

#### Following are the personas of the users of the Application:

##### 1. Patient:

There is certain difference between a patient and a normal customer who is using the application. As a patient would be consulting a doctor by using our application, getting medicines prescribed by the doctor, pay his fees online too. A patient can book his/ her appointments and can even do a follow up with the doctor. The following persona has been created of a patient.

### Sally Ryan



"Family, nature and health all go together!"

Age: 28  
Work: Teacher  
Marital Status: Married  
Location: United states

#### Goals

- Wants a Healthy & fit family
- Wants health optimized for all members with the best treatment available
- Want to raise kids that have had the best opportunities.

#### Motivation

Healthy Family

Fitness

Growth

Safe & happy environment

#### Frustrations

- Trying to stay fit & family responsibilities
- To find a easier way to book appointments
- To find the Best Doctors
- Wants to ensure her kids get best in everything

#### Technology

Devices owned & used



Strongly



#### Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

#### Bio

Sally is a housewife as well a teacher. As sally is a working women , she didn't get enough time for her family She is always tensed about her family's Health For this problem, she wants to find a way to easily search the best clinics & doctor for regular checkups. As she is a teacher , is always busy with her work & want to spend less time in booking appointments but wants the best treatment.

## 2. A normal Customer:

A normal customer could be the one who just uses the services provided by the application for purchasing medicines. He or she does not use the services like booking appointments or consulting a doctor online too. The Customer purchases medicines, gains loyalty points, gets discounts, gets his/ her desired choices delivered to them.

### Rachel Harris



**Age:** 21  
**Work:** Student  
**Marital status:** Single  
**Location:** Canada

#### Bio

Rachel is a student pursuing graduation in English literature. Currently undergoing an internship at one of the well-known offices in town. In this pandemic, her office told her to work from home, which she also prefers to maintain social distancing. Rachel is a diabetic patient and needs medicine in regular intervals. She orders her medicines online & she is searching for a platform from which she can get all of her medicine on time.

#### Goals

- Easy access to buy medicines
- To get all types of medicines
- To avoid going out in this pandemic for buying medicine

#### Personality



#### Frustrations

- Not all medicines are available at local shops
- Often disappointed with the pharmacy location which is far away from her home
- Sometimes delivery time exceeds the estimated time

#### Motivation



### 3. Doctor:

As the platform serves the purpose of filling the gap between the patient and the doctor, online consultation with doctors is possible. Doctors of specific hospitals that have tied up with the Application can directly interact with the patients online, prescribe medicines to them online, even get their fees paid online by using the unified app.



#### 4. Admin:

Admin serves as the webmaster as well as the handler of the entire application. He manages the updates, maintenance of the application, solving bugs, changing user privilege levels as well. All in one, the admin is the superuser of the application.

## Aaron Finch



*"Keep Calm and let the admin handle"*

**Age:** 35  
**Work:** Software engineer  
**Family:** Married, kids, etc.  
**Location:** Spain

### Goals

- Increase Productivity
- Provide regular updates & minimize the bugs
- Provide premium customer service 24\*7

### Frustrations

- Worried end user won't be able to use the new software
- Nervous on how to deploy and implement new software
- Requirements of Customers are not clear.

### Bio

Aaron Finch is a software engineer by profession. He is a creative & innovative person. His perspective on designing apps is something which is not contemporary. He believes that with the evolving time we should also enhance & evolve. He keeps learning the new technologies & aims to build the best.

### Motivation

Creativity	85%
Customer Satisfaction	75%
Growth	60%
Social	90%

### Applications



### Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

### Preferred Channels

Stack Overflow	85%
Online & Social Media	95%
GitHub	70%
LinkedIn	40%