

Personas

Persona 1: Dr. Jack White

- **Age:** 42
- **Occupation:** Doctor
- **Location:** Toronto, Ontario
- **Hospital Size:** Mid-sized Clinic
- **Experience:** 15 years of experience as a doctor

Forty-two year-old Jack White runs a mid-sized clinic with 12 staff members and has been a doctor for 15 years. He regularly needs to order medical equipment, from stethoscopes to ECG machines and he tries to manage these purchases all while treating his patients. Jack values efficiency and requires an easier and more streamlined process to order supplies for his clinic.

Jack wants to quickly find and order the equipment he needs without dealing with unnecessary complications. He constantly monitors his clinic's inventory so that they never run out of essential supplies like syringes, stethoscopes and other medical devices. However, he struggles to keep up while also attending to patients. He needs a platform that would help him manage these tasks efficiently and save him time.

Jack often feels frustrated with the larger medical equipment suppliers. These companies seem more focused on serving big hospitals and bulk buyers. As a small clinic, he doesn't need massive quantities of supplies, and sometimes it's hard to meet the minimum order requirements. Worse, the platforms they use are confusing, with complicated layouts that waste precious time. Time he doesn't have as he's balancing patients and clinic management. And with a tight clinic budget, he can't afford to make the wrong choices. But despite the limitations of his budget, he never wants to compromise on the quality of care he provides to his patients.

Persona 2: Dr. Michael James

- **Age:** 37
- **Occupation:** Procurement Manager at Hospital
- **Location:** Toronto Ontario
- **Hospital Size:** Large (500+ employees)
- **Experience:** 12 years in hospital administration
- **Technology Comfort Level:** Medium – familiar with procurement software but prefers straightforward interfaces and reliable systems

Michael has been overseeing procurement of the hospital for the past five years, managing everything from small medical supplies to larger, high-cost equipment like diagnostic machines and surgical tools. His role is crucial in ensuring the hospital runs smoothly, with all departments well-stocked and up-to-date with the latest medical technologies. With tight deadlines and budget constraints, Michael balances the need for high-quality, certified medical equipment with cost-effectiveness and reliability. His decisions directly impact the hospital's efficiency and patient care standards.

He needs a procurement process that is quick, reliable, and easy to manage. When handling orders for multiple departments, efficiency is key to meeting internal demands without delays. He's constantly looking for suppliers that are dependable and can provide competitive pricing for high-volume purchases. Building long-term relationships with trusted vendors is critical to his success since he is also responsible for ensuring all purchased equipment meets industry standards and is fully compliant with health regulations.

Using multiple platforms to procure different types of equipment results in fragmented purchasing processes, making it difficult to track orders and ensure uniformity across departments. General e-commerce platforms like Amazon offer convenience, but they don't meet the hospital's need for specialised medical products, bulk pricing options, or guaranteed regulatory compliance. For high-value or bulk orders, negotiating with suppliers and obtaining competitive quotes is time-consuming, and he often feels that existing platforms don't provide sufficient support for this.

Persona 3 : Dr. Touseef

Age: 33

Profession: Dentist, starting his own clinic

Background: Dr. Touseef has been practising dentistry after graduating for over 5 years, working in one dental office to gain experience. Now, he wants to open his own clinic .He specialises in family dentistry but also has an interest in cosmetic dentistry, which he hopes to incorporate into his own clinic.

Personal Life: Dr. Turner is married and has a young child. He is family-oriented and spends his free time with his kid. Though balancing work and family is important to him, he is highly ambitious and wants his clinic to be known for offering modern, patient-focused care while venturing into cosmetics.

Business Goals:

He wants to set up a welcoming clinic with state-of-the-art, affordable equipment.

Grow his customer base whilst maintaining his reputation.

Challenges:

Budget constraints as he is a new business owner.

Limited time for equipment research and what works best.

What He Needs from the Platform:

- **Simplified Purchasing:** Easy navigation to find quality, affordable dental equipment.
- **Supplier Transparency:** Reviews to ensure reliability.
- **Customization:** Options for quotes and negotiations as his clinic grows.
- **Goal:** Efficiently equip his clinic to provide excellent care while managing costs.