

Paul M.

Age / 34

Job / Electrical Engineer



Scenario

Paul's mother is too weak from chemotherapy and requires help with scheduling a new appointment. Paul takes care of it on his lunch break.

Goals

Connect with provider quickly.
Have all relevant info on hand.

Be reminded and notified.
Delegate some tasks.

Keep his sister in the loop.

Tasks

Thoughts

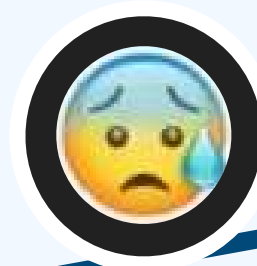
Emotions

Opportunity

Select Provider

- Open App
- Log In
- Select Mom's Profile
- Select Doctor

"I hope it's not serious"
"I need to get back to work as soon as possible"



- Quick/Safe biometric log-in
- Control: Access permissions set by Patient/POA/Parent
- All Together: tags or notes under provider contact

Set Appointment

- Contact Provider
- Communicate Need
- Choose Date and Time
- Record Details

"Please connect me quickly"
"I need a convenient day and time"



- Insurance info linked here and sharable
- Multiple ways to contact provider
- Easy to view calendar

Request Driver

- Determine Driver Is Needed
- Add Appointment Needs
- Select Drivers / Volunteers
- Notify / Request Help

"I wish I could be there"
"I need reliable help"
"I don't want to feel like it's all on me"



- Specify what else is needed for apt (physical lifting, recording)
- Show distance from their home
- Notify if no-one has volunteered

Share to Calendar(s)

- Save Appointment Details
- Select Calendar(s) To Sync To
- Sync
- Auto Notify Recipients

"I need my sister updated on the details"
"I'll forget about this appt if not reminded"



- Notifications and reminders for Driver
- Less follow-up for main Caregiver
- Links to their personal calendars

Krystian

Age / 47

Job / Photographer



Scenario

Krystian and her family are about to move to a new city and she needs to find her special needs kids local healthcare resources and support.

Goals

Relevant resources.
Local resources.

Connect with local people.
Simple process / lower stress.

Save and organize resources.
Save time.

Search Resources

View and Save

Join Local Group

Connect with Locals

Tasks

Decide What To Explore
Type Keywords
Select Location
Search

Explore results
View / Read Through Info
Read Comments
Save Useful Resource

Review group details
Decide to Join
Request to Join
Send Introduction Message

Chat / Ask Questions
Save Recommended Resources
RSVP to local event
Add to Calendar(s)

Thoughts

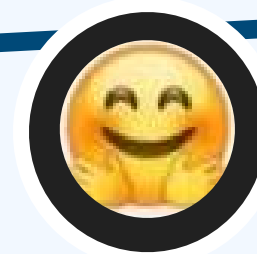
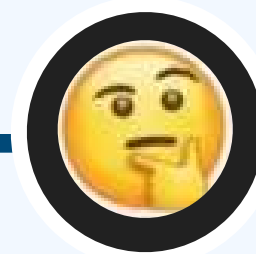
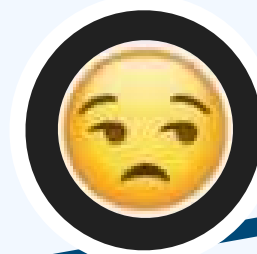
"I wish someone would point me in the direction of relevant resources"

*"I'm always forgetting important information"
"I need to talk to locals"*

"I want to connect with people who can relate"

*"They get it"
"It was easier to find what I needed"*

Emotions



Opportunity

Anticipate needs
Make suggestions
Keep focus on support for Caretakers/Families

Organized, grouped/pinned
Save highlighted details
Varied needs - groups, events, education, forums, tools

Link to other platforms (FB, MeetUp)
Create your own group

Quick group acceptance
Save information from other sites in this one-place

Schedule An Appointment



* Need for Collaboration



Paul Age / 34

As a guy with a lot on my plate, **I want to** set an appointment, delegate related tasks, and inform relevant parties at the same time, **so that** caring for mom is not all on me and I can get back to work.

Task Flow

Entry Point: Log-In

1) Select Mother's Profile

2) Find the Doctor

3) Call Provider's Office

4) Reviews Mother's Calendar

5) Schedule's Appointment

6) Records Date and Time

8) Records Notes

9) Requests Volunteer Driver

Success: Saves / Sync Calendars

What is it that's prompted my persona to begin the task?

His mother is unwell and asked for help with an urgent doctors appointment.

What will tell the persona that their task is finished?

Appointment details are synced to relevant calendars.

What information does the persona already know about the process?

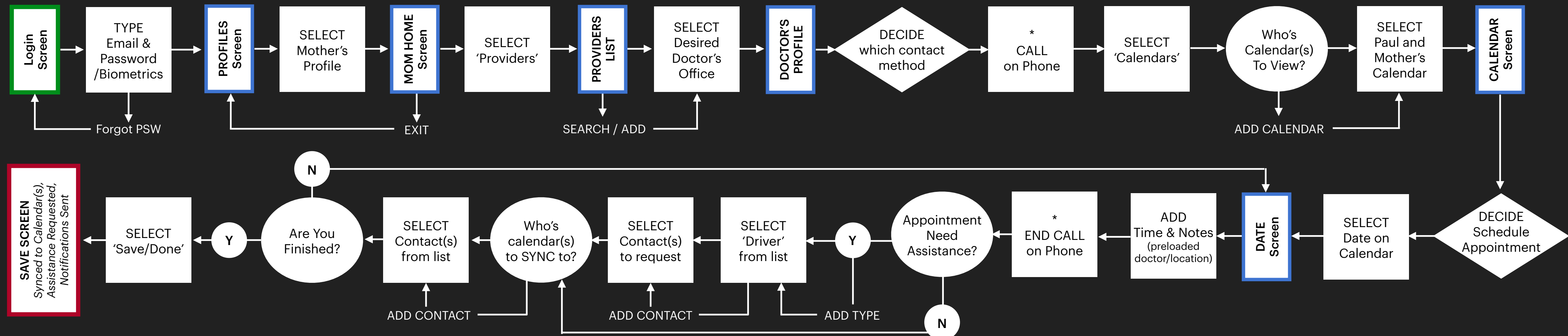
Paul is very experienced in technology, scheduling appointments, healthcare portals, his mother's requests/needs, who he can ask for help, and who to inform about the appointment. Put all these things into one quick process and he will be successful.

What additional information does the persona need to know to complete the task?

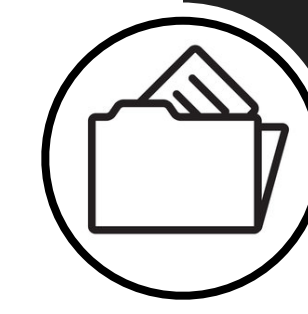
Which contact options are available for this provider and how to add volunteers and sync with their calendar.

Finally, what tools will the persona need to complete the task?

A phone to call provider (if needed/chosen). Internet connection for sync/notifications.



Store Healthcare Info



* Need for Accessibility



Krystian

Age / 47

As a parent with a lot of medical records for my kids, **I want to** store and organize all of their healthcare information into one secure location, **so that** it does not get lost and it's easy to reference from wherever I am.

Task Flow

Entry Point: Notification

- 1) Select Today's Appointment
- 2) Login
- 3) Add Medical Info
- 4) Add/Select Category

5) Add, Upload, Scan, Type Info

6) Repeat 4-5 Until Complete

7) Notify Partner of Updates (choice)

Success Criteria: Saved/Stored

What is it that's prompted my persona to begin the task?

Krystian is at an appointment with her diabetic son getting a routine check-up. She gets a notification reminder and she knows there will be new results, notes and goals to record.

What will tell the persona that their task is finished?

All of the desired information from this appointment has been stored in this one location.

What information does the persona already know about the process?

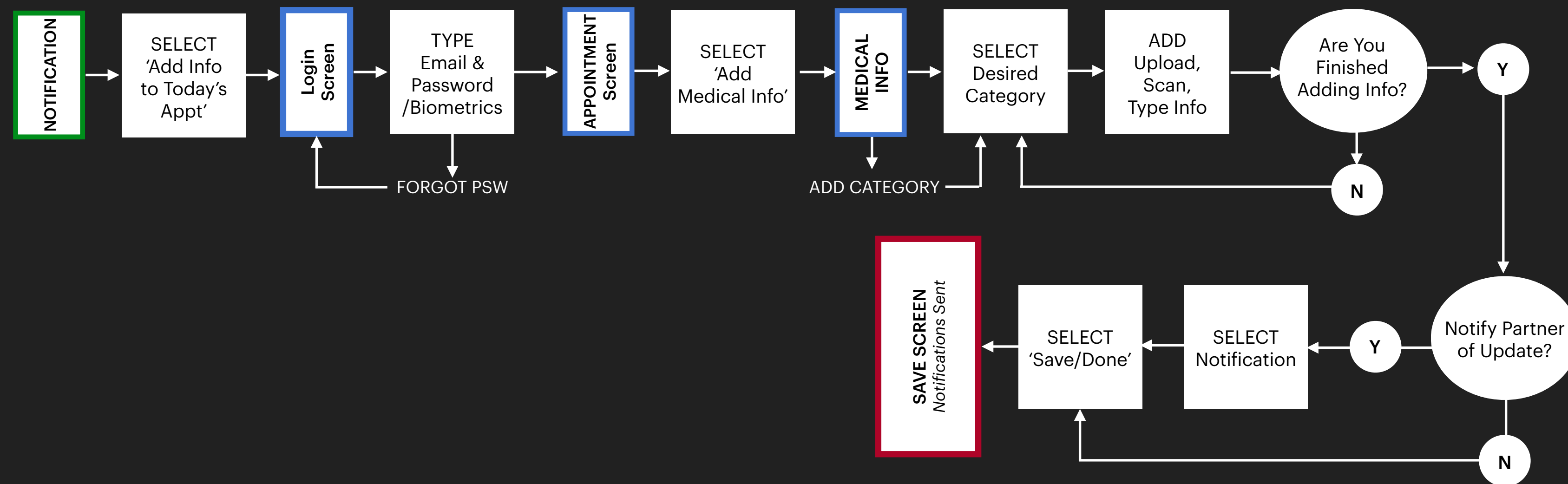
She has used medical care portals before and knows what kind of information will be important to keep from this appointment.

What additional information does the persona need to know to complete the task?

She will need to know how to store different kinds of information (labs, PDF, print, etc.) and how to add custom categories (if needed).

Finally, what tools will the persona need to complete the task?

She will need internet connection. All functionality will come from within the web app.



Find A Support Group



* Need for Community



Krystian

Age / 47

As a mom of a teen with a mental disorder, **I want to** connect with local parents with similar needs, **so that** I can find support and resources in my area.

Task Flow

Entry Point: Log-In

- 1) Select Daughter's Profile
- 2) Select Resources
- 3) Tutorial
- 4) Select Groups
- 5) Search Mental Health Groups

- 6) Search within a radius of her city
- 7) Review Results
- 8) Select/Review Details of Group
- 9) Join Group

Success Criteria: Sent a Message

What is it that's prompted my persona to begin the task?

She has moved to a new city and will leave behind her current support community and mental health resources.

What will tell the persona that their task is finished?

She is in contact with a local group with experience around having a child with a mental health disorder.

What information does the persona already know about the process?

Krystian has used other digital platforms to connect to relatable groups, she knows what support she needs, and knows what resources her kid needed from their previous home.

What additional information does the persona need to know to complete the task?

Krystian needs to know what groups are available and how to connect with them.

Finally, what tools will the persona need to complete the task?

She will need internet connection. All functionality will come from within the web app.

