



HEALTHCARE PROVIDER

USER PERSONA

Patient Persona

Mita Burman

Her husband passed away a few years ago, and she currently lives with her daughter. She also has a son who lives in a different city.



AGE	66
OCCUPATION	Home Maker
STATUS	Widow
LOCATION	Sacramento, CA
Disease	Type 2 Diabetes and Congestive Heart Failure

BEHAVIOR

- Helpless
- Depressed
- Anxious

FRUSTRATIONS

She is Stressed because she does not know:

- who she should listen to
- what she should be eating
- which medications to take

She is not sure, how much phosphorus, sodium and potassium to consume given all her different conditions, and whether she should be focusing on them for her diet or if she should focus more on carbohydrates and fat.

GOALS

- A way for all her different providers to communicate with each other so they are all on the same page in terms of her plan of care moving forward
- Most imp for her to focus on at this time is medication she should take
- One Meal plan that work for all her condition
- Ability to contact her various provider for clarification on questions
- Ability to talk to a nurse about her dialysis
- An Easier way to schedule appointment such there are no conflicts, and clear opportunities to reschedule conflict arise

Doctor Persona

Leila Chung

Leila Chung is Healthcare General Practitioner works in Hospital. she has been working it for 10 years. She keep herself up to date by reading the doctors journals in USA Doctor website.



AGE 35
OCCUPATION General Practitioner
STATUS Married 2 Children
LOCATION Sacramento, CA
Education Bachelor of Medicine

“I always wanted to balance up my Professional & Family life”

Ambitious Admired Focused

NEEDS

Keep up-to-date on Medical News/Skills

PAIN POINTS

- Time- poor
- Management work & raise young Family

5

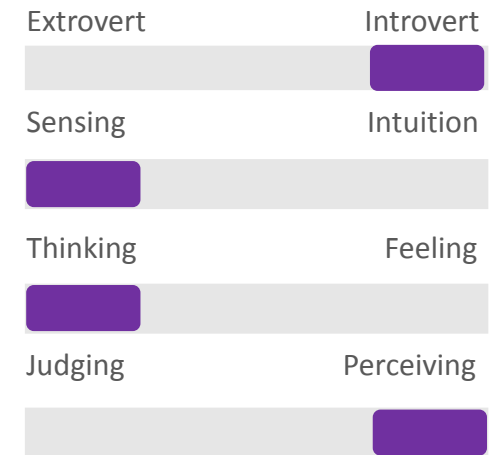
READING HABIT

- Mostly read on tablet or other Digital Device

GOALS

- Work/life balance. Always keep-up-to-date on medical practice news. Networking

PERSONALITY



TECHNOLOGY

