Persona: Elijah Robinson

Goals: Ask a health practitioner a question, receive answers and recommendations, make an appointment with a healthcare practitioner.

Action	*Determine* there's a need for medical attention	*Research* apps for healthcare providers and services	*Provide* health information to a healthcare practitioner	*Select* a healthcare practitioner that fits his needs	*Schedule* an appointment with the healthcare provider
Task List	A. Accept that ear pain isn't going away on its own B. Determine that ear pain requires medical attention C. Look for a way to find that help.	A. Launch app store to look for healthcare provider apps. B. Download and run the chosen app. C: Make an account in the app.	A. Initiate a conversation with Chat Support on the app. B. Ask questions and provide symptoms. C. Provide a list of recommended health experts based on patient data.	A. Review the list of recommendations provided by Chat Support on the app. B: Identify two options for doctors to compare. C. Select the doctor that best meets his needs.	A. Chat Support receives the healthcare practitioner selected by customer. B. The patient makes an appointment and confirms all information.
Feeling Adjective	I have weird noises and pain in my ear, and it's starting to affect my work. I'm concerned that I need to see a healthcare provider but I don't know where to look for one.	I'm overwhelmed with the amount of questions I have and stressed because I have little free time. I'm skeptical about using an app from the app store. I downloaded and opened an account in a healthcare app.	I got in touch with Chat Support. I'm so relieved! I got an alert that someone is available through the chat who can answer my questions and give me info about my symptoms and possible practitioners.	I reviewed two doctors. I selected the practitioner I feel comfortable making an appointment with in the app.	I'm impressed—the app showed me available dates and locations. I scheduled an appointment that works best for me. I'm happy I was able to do all of this from the app.
Improvement Opportunities	Use technology to find a healthcare provider. Book an appointment anywhere, anytime.	An accessible app where the user can ask questions, provide symptoms; see a list of practitioners; book, cancel, or change an appointment all in one click.	Have the user select which area of the body they need help with. The healthcare app looks for experts to confirm if they are available to treat the user.	The healthcare app provides a list of experts that meet the user's criteria. The list includes the practitioner's profile, location, reviews, and pricing. The user can save favorites.	The app confirms the appointment and sends a confirmation to the user. A dashboard with recent activity so the user has the ability to contact the practitioner.