

Jane Doe



AGE	32
EDUCATION	Bachelor's Degree
STATUS	Married
OCCUPATION	Registered Nurse
LOCATION	Minneapolis, MN

“ I love the convenience of accessing whatever I need through my phone.

Personality

Extrovert

Reader

Planner

Organized

Motivations

Free/Zero-cost

Ease of Use

Bio

Jane is a dedicated mother to a 5-year-old son with her partner. Jane works 50-55 hours a week as a registered nurse. She is very organized and likes to plan and schedule every aspect of her life. Jane understands that she is at high risk of getting exposed to the coronavirus because she works in a hospital, so she is extra careful with cleaning, sanitizing, and whom she encounters outside of work. She schedules a covid test once every two weeks for her peace of mind and the surrounding people.

Goals

- Conveniently schedule appointments
- Easily log into her accounts
- Quick access to testing options (i.e. PCR test, rapid test, etc.)
- Quick test results within 24-72 hours

Frustrations

- Remembering account passwords
- When registering and is required to confirm registration through email, switching between different applications takes too many actions and can slow down the wait line
- Inability to track appointment in account

Experience

