PERSONAS

Ravi
Age: 32
Occupations: Consultant

Devices

- Apple Watch
- iPhone
- Windows Laptop

Key Characteristics

- Familiar with technology
- Not a frequent user of the NHS App (for prescriptions only)
- Infrequent user of mental health services

Bio

Tech-savvy and busy individual. His employer provides private health insurance which he primarily uses. Still uses the NHS app from time to time to fill in the gaps not covered by his policy. Was diagnosed with depression and often feels stressed from work and other responsibilities. Is regularly prescribed an antidepressant by his GP which requires very infrequence monitoring as his condition is stable. For this reason he mostly finds himself using the NHS app to request this medication. User is somewhat happy with the app for requesting his prescriptions, even if a bit a bit slow at times, but finds it frustrating that he can't obtain his complete medical records through the app and can't easily export it to share with his private healthcare provider. He's an an active individual and uses an Apple Watch to track his fitness goals, he wishes he could import this information into the NHS app like he can with his private healthcare app. He frequently finds his medical records and reports difficult to understand and wishes he understood why he was prescribed a certain treatment without always needing to speak to someone.

Wants & Needs

Support for Apple Health.
Efficient way to request his prescription.
Easy way of accessing and exporting medical records.
Clearer information about his appointments and other records and clarification for prescribed treatments.

Frustrations

Can't import or export health information.
Unable to see his medical records through the app.
Finds medical records and treatments difficult to understand.
App is slow at times.

Chloe
Age: 20
Occupations: Student, Retail

Devices

- iPhone
- iPad
- Apple Watch
- MacBook

Key Characteristics

- Technology expert
- Frequent user of NHS mental health services (prescriptions, therapy, psychiatry)
- Frequent user of the NHS app

Bio

Undergraduate student and part-time retail worker. Studying industrial design and shares a strong passion for technology. Appreciates polished and information dense interfaces. Busy individual who often gets overwhelmed with all the responsibilities. She's under supervision of a psychiatrist for a chronic mental health condition and sees a therapist regularly for this reason. Due to her busy schedule she heavily relies on the NHS app to help her keep up with things. She prefers to do tasks like ordering medication through the app and appointments digitally as often as possible. However, she's often frustrated over the poor user experience of the NHS App, the constant back and forth between the App and the website, the need to use external apps for her digital appointments and outdated look and feel of the app. She usually looks up any medical concerns online first before seeking a doctor to understand if it justifies an appointment but is often left feeling like she can't trust the information she's presented with online and would prefer to obtain it from a reliable source. She's a big fan of mindfulness and journaling to help her track her moods, but wishes there was a more unified way of tracking her progress overtime and easily share it with her doctor.

Wants & Needs

Easy access finding reliable medical information.
Polished and information dense interfaces.
More graphical elements that aid in efficient scanning of the interface.
Unified health dashboard experience that presents her progress overtime and motivates her to keep going.
Easier way to share her achievements and health insights with her doctor.

Frustrations

Slow, glitchy app experience.
Outdated and text-heavy user interface makes it less pleasant to use.
Often struggles to find accessible and reliable sources of medical information.
App not self-sufficient: often redirects to the website and other apps for different things
Dislikes the need for internet connection to check for basic information.

JOURNEY MAPS