

PERSONAS

- ARE USED IN USER-EXPERIENCE DESIGN AND USER RESEARCH
- DESCRIBE EXAMPLE USERS
- ENABLE ORGANISATIONS TO:
 - Understand their potential users better
 - Consider users' needs, aspirations, attitudes, and dreams
 - Assess other relevant user characteristics like psycho-social forces, health or care choices, and health or care outcomes



BLUEPRINT
DIGITAL TRANSFORMATION OF HEALTHCARE FOR THE AGEING SOCIETY



EIP ON AHA

These 12 personas

- Represent different population segments
- Show the realistic health and care needs of various groups in society
- Help meet specific unmet health, wellbeing and care needs at different points in time during a person's life

Help you to

- Build a deeper understanding of user segments
- Improve the user experience
- Identify unmet needs
- Examine what potential digital solutions might help these personas

Can be useful for:

- Government
- National or regional health system
- Medical general practice
- Industry
- Research
- Study



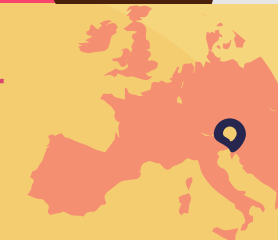
PERSONAS IN USE

Campania Region
in Italy developed
some new personas:



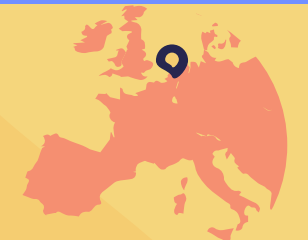
In internal meetings and training sessions
in the Campania regional ProMIS network
In a working group on integrated care
with patients

Health Centre Zagreb – Centar
in Croatia used the Blueprint
personas to focus on:



- Innovative monitoring solutions to improve people's health and optimise hypertension care
- Assessment of end-users' needs
- Different change management strategies in health and care systems

AFEdemy, a small consultancy
based in the Netherlands
used the personas with:



- Facilitators wanting to implement smart healthy age-friendly environments
- To enable better understanding of the people with whom they are working or volunteering
- To navigate online learning modules effectively

