



USER PERSONA 01

John

ABOUT

John is in his 40's has late stage CKD, Chronic Kidney Disease. John is not yet on dialysis. John is a Manager with a Bachelors Degree in Business Administration and works a lot. He is not defined by his condition. John is just learning about Chronic Kidney Disease. John is good with technology and learning new things.

"I am there for my family and friends even though I work a lot"

AGE 40's

JOB TITLE Manager

STATUS Single

LOCATION Atlanta, GA, USA

PASSIONATE

EMPATHETIC

CURIOUS

ADVENTUROUS

FAVORITE BRANDS



GOALS

- Staying healthy and informed of his condition and options
- Education/referral stage
- Education: should be able to see who is a good candidate

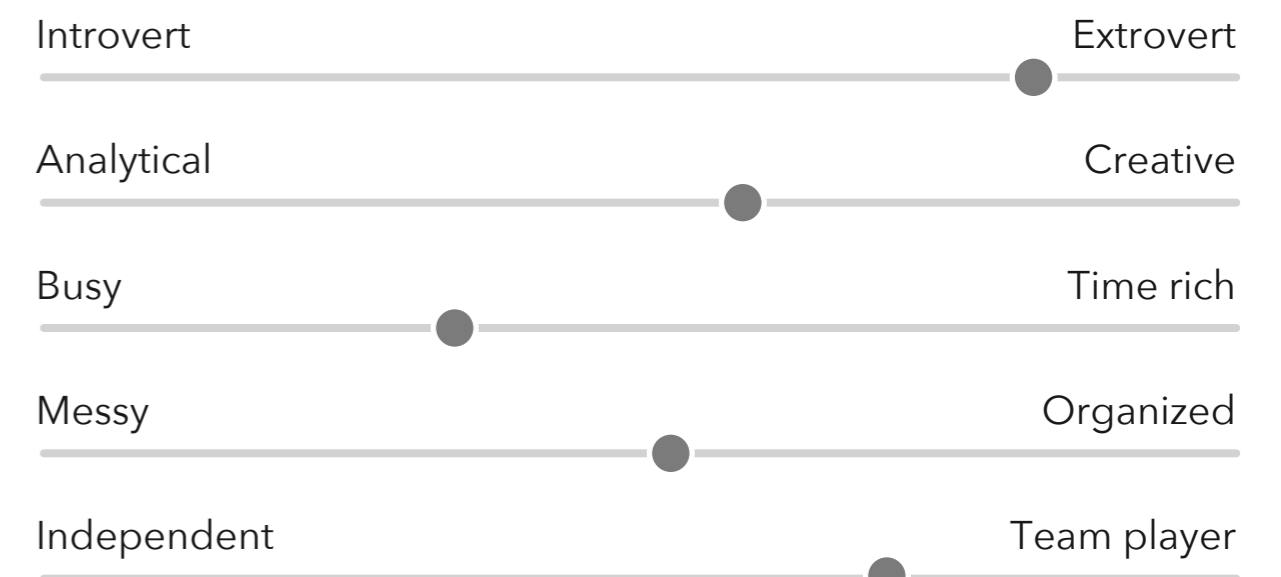
PAIN POINTS

- What tools and assistance are available in John's location?
- Doesn't have a network of care set up yet as he is a team player at work but independent in his personal life.
- Certain situations require different tools to communicate her thoughts

NEEDS

- Needs referral to transplant options and resources
- Needs assistance to locate more transplant centers and resources
- Good candidate for a living donor transplant

PERSONALITY



USER PERSONA 02

Allen



"I want to be there for my wife, children and grandchildren"

AGE 50's
JOB TITLE Psychologist
STATUS Married
LOCATION Vienna, VA, USA

ANALYTICAL

CONCERNED

CARING

INTELLIGENT

FAVORITE BRANDS



ABOUT

Allen, 50s, ESRD, End Stage Renal disease on dialysis. Allen is on dialysis. Allen has a Doctorate in Psychology and still works in spite of his ESRD. He is worried about not getting a kidney in time. Dialysis exhausts him and has affected his work and time with family. Allen is good with technology and okay with learning new things.

GOALS

- Staying healthy and getting a Kidney Transplant
- Prolong wellness and quality of life as long as possible
- Need keep up with tests and labs to stay eligible on the list

PAIN POINTS

- Waitlisted for a deceased donor Transplant
- Listed at more than one transplant facility
- Need keep up with tests and labs to stay eligible on the transplant list

NEEDS

- Show major steps in transplantation - transplant journey
- An easy way to show and stay informed of labs data and workup results
- Patient tracker: so they know when the next tests will be due and stay on the eligibility list (s)

PERSONALITY



USER PERSONA 03

Jane



"I want to be there for my wife, children and grandchildren"

AGE 60's
JOB TITLE Unemployed
STATUS Married
LOCATION Boise, ID, USA

INTELLIGENT

HAPPY

CARING

POSITIVE

FAVORITE BRANDS

Annie's Publication

Crochet World
The Magazine for Crochet Lovers



ABOUT

Jane, 60s, ESRD, End Stage Renal disease on dialysis. Jane is on dialysis. Jane has a Bachelor of Arts degree in Liberal Arts. Jane is worried about her weight and getting healthy enough to be on a transplant list. Dialysis exhausts her and she does not work. Jane loves to spend time with family. Jane is not good with technology and has some difficulty with learning new things. Jane would need assistance to use a mobile application.

GOALS

- Getting healthy for a kidney transplant through exercise and nutrition
- Prolong wellness and quality of life as long as possible
- Reduce heart risks (family history) through diet and exercise

PAIN POINTS

- Not eligible for transplant due to obesity
- Adhering to a low sodium diet
- Help patient stay on top of dialysis schedule
- Need to work on certain criteria, such as weight, before becoming eligible

NEEDS

- Help staying on dialysis schedule
- Help tracking weight and exercise
- An easy way to show and stay informed of labs data and workup results
- Patient tracker: so they know when the next tests will be due and stay on the eligibility list (s)

PERSONALITY





USER PERSONA 04

Kim

ABOUT

Kim, 60s, one week post transplant. Jane has been discharged from the hospital. Jane has a Bachelor of Arts degree in Fashion Design. Kim is worried about recovering from surgery. Kim is retired. Kim enjoys spending time with family. Kim is okay with technology and can learn new things. Kim is adept with using mobile applications.

*"I have lived and love life,
fashion and family"*

AGE 60's

JOB TITLE Retired

STATUS Widowed

LOCATION Phoenix, AZ, USA

INTELLIGENT

EXCITED

CARING

POSITIVE

FAVORITE BRANDS



GOALS

- Staying healthy post kidney transplant
- Prolong wellness and quality of life as long as possible
- Reduce heart risks (family history) through diet and exercise

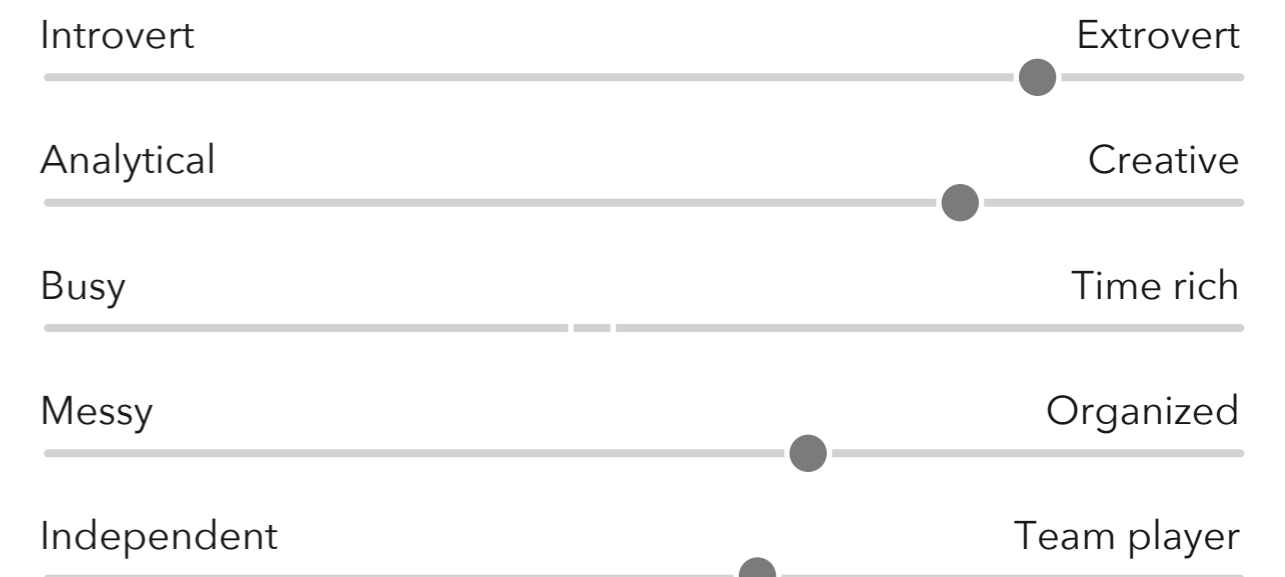
PAIN POINTS

- Remembering what meds to take and when to take them
- Staying upbeat and positive with all of the doctor visits, medications, etc.
- Staying on top of lab results, scheduling, etc.

NEEDS

- Help staying on medication schedule
- Schedule follow-up appointments
- An easy way to show and stay informed of labs data and workup results
- Patient tracker: so they know when the next tests will be due to make sure they are on track for healing, etc.

PERSONALITY





*“Personal Patient
Caregiving Team/Squad”*

AGE All Ages
JOB TITLE All
STATUS All
LOCATION Anytown, USA

PASSIONATE

EMPATHETIC

CURIOUS

ADVENTUROUS

FAVORITE BRANDS



USER PERSONA 05

Patient Team

ABOUT

The patient care team consists of guardian of the patient, family / care team, friends, etc. Anyone who assists the patient.

GOALS

- Staying in touch and keeping everyone on the same page
- Check patient transplant status
- Keep the patient up-to-date on everything they need to do and appointments, etc.

PAIN POINTS

- What tools and assistance are available in the patient's location?
- Coordinating everyone to work together and make sure the patient has everything they may need.
- Certain patient situations require different perspectives and skills

NEEDS

- Needs referral to transplant options and resources
- Needs assistance to locate more transplant centers and resources
- Need quick access to each other and patient results
- Help patient managing meds, diet and exercise

PERSONALITY

