

**Persona: Sarah**

Goal: Use an app that will help her learn about her baby's medical conditions and treatments

Action	Registering and onboarding	Navigate through app features	Receiving alerts & notifications	Engage with community	Sharing information with healthcare professionals
Task List	<p><b>A.</b> Create an account</p> <p><b>B.</b> Provide information about herself and baby - baby's age, weight, existing medical conditions</p> <p><b>C.</b> Input location and connect to GP or NHS</p>	<p><b>A.</b> Explore articles, videos and guides on baby health</p> <p><b>B.</b> Drop down menus with treatments available, links to NHS</p> <p><b>C.</b> Engage with visual content and simplified information</p> <p><b>D.</b> Bookmarking important information</p>	<p><b>A.</b> Select your prioritised notification options, how often you'd like to be reminded.</p> <p><b>B.</b> Enable notifications for upcoming vaccinations, health check-ups etc.</p>	<p><b>A.</b> Discover groups and forums</p> <p><b>B.</b> Explore parenting blogs</p> <p><b>C.</b> Discover local events</p> <p><b>D.</b> Chat with like-minded people</p>	<p><b>A.</b> Option to share documents with healthcare providers</p> <p><b>B.</b> Generate reports with printable options</p>
Feelings	<ul style="list-style-type: none"><li>• Eagerness about managing baby's health.</li><li>• Curious to learn.</li><li>• Anxiety about privacy.</li></ul>	<ul style="list-style-type: none"><li>• Eagerness/curiosity</li><li>• Information overload</li></ul>	<ul style="list-style-type: none"><li>• Reassurance</li><li>• Supported</li><li>• Organised</li></ul>	<ul style="list-style-type: none"><li>• Comfort</li><li>• Reduced isolation</li><li>• Some apprehension of who the user is talking to</li></ul>	<ul style="list-style-type: none"><li>• Confidence</li><li>• Collaboration</li></ul>
Improvement Opportunities	<ul style="list-style-type: none"><li>• Tailored to user for empathetic onboarding</li><li>• Privacy and data encryption reassurance. Create a secure account for privacy</li></ul>	<ul style="list-style-type: none"><li>• Interactive elements and drop down lists to expand on relevant information</li><li>• Simple design and readable font for minimalism</li><li>• A guided tour/tutorial to help understanding how to navigate through the app</li></ul>	<ul style="list-style-type: none"><li>• Clear list of what you can be alerted on</li><li>• Ability to fully tailor your notifications to dates, times and repeated regular reminders</li></ul>	<ul style="list-style-type: none"><li>• fostering inclusivity, considering diverse parenting experiences, and providing moderation to ensure a positive and supportive environment.</li><li>• User profile, including picture, bio and verification badge (email/phone/mutual friends/location etc) to create ease and familiarity</li></ul>	<ul style="list-style-type: none"><li>• Integrate healthcare providers with the app</li><li>• Connect to NHS account</li><li>• Report builder</li></ul>

**Persona: Alex**

Goal: Use an app with clear and concise information for multiple children's health records and printable options.

Action	Registering and onboarding	Navigate through app features	Viewing individual health records	Generating printable reports	Sharing information with healthcare professionals
Task List	<p><b>A.</b> Create an account</p> <p><b>B.</b> Create profiles for multiple children.</p>	<p><b>A.</b> Navigate through the app to explore health information</p> <p><b>B.</b> View each child's health dashboard for summaries</p> <p><b>C.</b> Engage with visual content and simplified information</p> <p><b>D.</b> Bookmarking important information</p>	<p><b>A.</b> Click on a child's profile for detailed health overview</p> <p><b>B.</b> Scroll through vaccination history and medical treatments</p> <p><b>C.</b> Highlighted upcoming alerts, next GP appt, reminder to book.</p>	<p><b>A.</b> Select option to generate report</p> <p><b>B.</b> Choose specific information to include and print option</p> <p><b>C.</b> Print option and connect to local printer</p>	<p><b>A.</b> Option to share documents with healthcare providers</p> <p><b>B.</b> Generate reports with printable options</p>
Feelings	<ul style="list-style-type: none"><li>• Excitement</li><li>• Satisfaction</li></ul>	<ul style="list-style-type: none"><li>• Eagerness/curiosity</li><li>• Reassurance</li></ul>	<ul style="list-style-type: none"><li>• Engagement/focus</li><li>• Satisfaction</li><li>• Organised</li></ul>	<ul style="list-style-type: none"><li>• Comfort/Reassurance</li><li>• Confidence</li></ul>	<ul style="list-style-type: none"><li>• Satisfaction</li><li>• Collaboration</li></ul>
Improvement Opportunities	<ul style="list-style-type: none"><li>• Tailored to user for empathetic onboarding</li><li>• Privacy and data encryption reassurance. Create a secure account for privacy</li></ul>	<ul style="list-style-type: none"><li>• Personalised content recommendations</li><li>• Content filtering and sorting to tailor to the user</li></ul>	<ul style="list-style-type: none"><li>• Clear list of what you can be alerted on</li><li>• Ability to fully tailor your notifications to dates, times and repeated regular reminders</li></ul>	<ul style="list-style-type: none"><li>• Using AI to implement a simplified report creation wizard for users who may find the process overwhelming, promoting a more intuitive experience.</li><li>• Guidance on optimising print settings to ensure the clarity and legibility of printed reports, reducing potential frustrations.</li></ul>	<ul style="list-style-type: none"><li>• Secure in-app messaging system</li><li>• Automated appointment scheduling</li><li>• Compile records for multiple children so healthcare professionals and coordinate care for families,.</li></ul>



**Persona: Chris**

Goal: Use an app that has personalised reminders and a sensory-friendly interface to accommodate his autism.

Action	Registering and onboarding	Exploring health information	Setting personalised reminders	Adjust accessibility options & sensory-friendly interface	Accessing support resources
Task List	<p><b>A.</b> Create an account</p> <p><b>B.</b> Provide information about herself and baby - baby's age, weight, existing medical conditions</p> <p><b>C.</b> Input location and connect to GP or NHS</p>	<p><b>A.</b> Navigate through the app to explore the child's health dashboard.</p> <p><b>B.</b> Review vaccination history and access visually organised health summaries.</p>	<p><b>A.</b> Set reminders for upcoming vaccinations.</p> <p><b>B.</b> Schedule reminders for routine health check-ups and appointments.</p>	<p><b>A.</b> Adjust app settings for a sensory-friendly interface.</p> <p><b>B.</b> Customise visual and auditory elements for a comfortable experience.</p>	<p><b>A.</b> Explore support resources within the app.</p> <p><b>B.</b> Engage with community forums or access additional educational content.</p>
Feelings	<ul style="list-style-type: none"><li>• Curiosity</li><li>• Relief</li><li>• Confusion/Frustration</li><li>• Anxiety about privacy</li></ul>	<ul style="list-style-type: none"><li>• Interest and engagement</li><li>• Information overload</li><li>• Anxieties about mistakes, reliability, security</li></ul>	<ul style="list-style-type: none"><li>• Proactiveness</li><li>• Stress</li><li>• Forgetfulness</li></ul>	<ul style="list-style-type: none"><li>• Appreciation to tailor to own needs</li><li>• Discomfort if limitations</li></ul>	<ul style="list-style-type: none"><li>• Supported and connected</li><li>• Isolation/disconnect if limitations</li></ul>
Improvement Opportunities	<ul style="list-style-type: none"><li>• Usability testing to identify potential stumbling points during onboarding, refining the process for a smoother experience. Avoid bugs and glitches</li></ul>	<ul style="list-style-type: none"><li>• Interactive elements</li><li>• Direct numbers for GP or Health services to correct information</li><li>• Visually organised with icons, symbols, colours</li></ul>	<ul style="list-style-type: none"><li>• Integrate a user-friendly calendar feature</li><li>• Gather feedback on the reminder system for usability enhancements (missed reminders/ difficulties setting them)</li></ul>	<ul style="list-style-type: none"><li>• Include features for accessibility: Light/Dark, font size, font, screen-readers, mute/unmute sounds</li><li>• Conduct accessibility testing to ensure that customisation options cater to a wide range of sensory needs</li></ul>	<ul style="list-style-type: none"><li>• Regularly update and expand the app's support resources based on user feedback and evolving community needs.</li></ul>