

# Island Health Personas

June 30, 2016

# What is a persona?

“ A persona is a user archetype you can use to help guide decisions about...design. By designing for the archetype—whose goals and behavior patterns are well understood—you can satisfy the broader group of people represented by the archetype.

**KIM GOODWIN, COOPER INTERACTIVE DESIGN**

“Empathy is not walking in another’s shoes. First you must remove your own.

SCOTT COOK, FOUNDER INTUIT

# Why create personas?

- Avoid elastic user and mythical average user
- Communicate key user goals and needs
- Give the project team and stakeholders a focus when making design decisions
- Provide a tool for prioritization of requirements and content items
- Help settle disagreements over design decisions

# Designing with personas: see the problem through their eyes

Every aspect of the solution needs to bear in mind the abilities, constraints, attitudes, beliefs, and behaviours of the personas.

# Research to build personas

- Interviews with Island Health Frontline Staff
- Interviews with Island Health Patient Advisory Council (PAC)
- Workshop with Island Health website team
- Reading of news, reports, plans, etc.



# Joseph *Nanaimo, BC*



Joseph is a strong advocate and researcher for his health. He recently had surgery and his long-term medical condition needs constant attention. He's well-connected, both in-person and online. But since moving to the Island, it's been difficult re-establishing his care network.

**Key attributes:** *long term health condition, urban, caring for self*

## GOALS & KEY TASKS

- Continually monitoring his medical condition
- Finding medical care and support for his wife
- Volunteering for Island Health
- Proactively researching his health condition

## ENVIRONMENT

- Well-connected with others, in-person and online
- Support network on the Island is limited, but growing

## CURRENT LIKES

- Being able to do research to learn more about his condition

## FRUSTRATIONS/ PAIN POINTS

- Wonders if relocating to the Island affects his waitlists position
- Has difficulties finding his appointment locations and parking

## CONSTRAINTS

- He (or his wife) may eventually need to transition to assisted care
- Having a hard time with post-surgery recovery



*Sometimes I know more than the doctors about my medical condition.*

## KEY CONTENT

- *Waitlists*
- *Maintaining good health*
- *Planning for prolonged illness*
- *How to make a complaint*
- *Pre- and post-surgery information*
- *Hospital information*



# Joseph's Journey

*Joseph doesn't feel well and visits the doctor...*

## EVENT

Joseph doesn't feel well and visits the doctor, leading to confusing, painful tests.

He's nervous about surgery.

He waits on a surgery waitlist for over a year, living with extreme pain.

He's finally scheduled for surgery but then gets contradictory information.

Joseph has surgery and is then released from hospital with few instructions.

He suffers from painful post-surgery complications.

Joseph makes a complaint to Island Health about his experience.

## FEELING



## INFORMATION NEED

Test / procedure information and preparation

What to expect before, during, and after surgery

Managing pain while waiting for surgery

Preparing for surgery and hospital stay

Recuperating at home

Post-surgery care

Recuperating at home

Medication and wound care

When and how to seek post-surgery help, who to call

How to make a complaint

Where to make a complaint





*I've been feeling tired and overwhelmed lately. Sometimes it feels like too much to do on my own.*

## KEY CONTENT

- *Planning for emergencies*
- *Getting medical advice without a family doctor*
- *Advocating for herself and her child*
- *Locations, hours for services*
- *Infant development, early years, and supported child development information*
- *Caretaker respite*
- *Accessible facilities*

# Karyn

*Port Alberni, BC*



Karyn, the single mother of a disabled child and a recent immigrant to Canada, is struggling to balance job demands with the time needs of her son. As a new resident to Nanaimo, she has a limited local support network.

**Key attributes:** *lacks confidence in Island Health, caring for other(s), limited support network*

## GOALS & KEY TASKS

- Investigate what programs and support are available for her child
- Connect with other caregivers looking after a disabled child
- Find out eligibility for respite care support

## ENVIRONMENT

- Socially-isolated, with few friends

## CURRENT LIKES

- Appreciates the supportive health professionals from the Early Intervention Program (EIP) and Supported Child Development (SCD) program.

## FRUSTRATIONS/ PAIN POINTS

- Who will look after her son when she's no longer capable (due to age or illness)?
- The referral process is hard to understand, especially without a GP
- Services aren't open at convenient times

## CONSTRAINTS

- English is her second language
- Low income
- Doesn't have a family doctor



# Karyn's Journey

*Karyn's child doesn't act like other children*

## EVENT

She asks for advice at his daycare.

She makes an appointment with a health unit or at a walk-in clinic.

Her child support needs are age-dependent (IDP, EIP, SCD).

She attends appointments, follows up with care providers, helps her child on her own.

## FEELING



## INFORMATION NEED

*Locations of clinics and health units*

*How to prepare for an appointment*

*Information about programs and other things she can do or take advantage of*

*Events she can attend*

*Schedule for appointments*

*How to transition from EIP to SCD programs*

*Respite*



*Last year I'm sure the flu shot made me sick. I'm going to try something different this year.*

## KEY CONTENT

- *Aboriginal Nurse, Dietician*
- *Traveling, expenses for appointments; getting back from hospital*
- *Emergency support in a remote location*
- *Boil water advisories*
- *Trauma informed practitioner*
- *Services available at home and away from home*
- *Remote health options*

# April *Quadra Island, BC*



April, a college-educated single mother of two, embraces the traditional teachings of her aboriginal culture. She explores alternative medical treatments and therapies, and is wary of dangerous interactions between Western and alternative medicine. She manages her own care and doesn't see a need to engage with healthcare professionals.

**Key attributes:** *healthy, rural, strong support network, high cultural safety expectations*

## GOALS & KEY TASKS

- Live healthier lifestyle through exercise and smart food choices
- Find upcoming health and wellness events aligned with aboriginal traditions

## ENVIRONMENT

- Single mother by choice (SMC) of two pre-teens
- Large extended family
- Visits Aboriginal walk-ins or travelling clinics

## CURRENT LIKES

- Values the wisdom of elders
- College-educated and interested in the traditional teachings of her culture
- Limits travel to "mainland" (Vancouver Island) to four times per year max

## FRUSTRATIONS/ PAIN POINTS

- Finding doctors and healthcare professionals who understand her culture is difficult on Quadra Island

## CONSTRAINTS

- Remote location means online access is though spotty mobile phone connection.



# April's Journey

*April is working on her healthy lifestyle habits...*

## EVENT

Working on integrating healthy eating and exercise into her life.

Attends community events that emphasize Aboriginal traditions.

Nurse and other healthcare practitioners discuss alternative medicines, traditional foods, travelling for appointments.

Talks to elders about traditional diet.

## FEELING



## INFORMATION NEED

*Maintaining health*

*Island Health's Aboriginal support resources*

*Island Health resources*

*Community events*

*Aboriginal nurse locations and how to make an appointment*

*Travelling for an appointment*

*Cultural Safety*

*Advocating for herself*

*Continually improving her health*



*My parents' English isn't good and it's hard to get away from work to attend all their appointments.*

## KEY CONTENT

- Home and community care options
- Caretaker respite
- Fee-based services and paying bills
- Depression and the elderly
- Depression and caretakers

# Haidi *Victoria, BC*

Haidi has a family of her own, but spends more and more time looking after her parents. Her father suffers from depression and refuses to believe it's a real condition. As a first generation Canadian, Haidi tries to mesh her parents' cultural beliefs with the services offered by Island Health.

**Key attributes:** *caring for others, digitally-connected, strong support network, high trust in health care system*

## GOALS & KEY TASKS

- Investigate the home care support options available for her parents
- Provide day-to-day support to parents

## ENVIRONMENT

- Married and caring for two aging parents with deteriorating health
- She needs help for her father's depression, even though he doesn't "believe" in depression

## CURRENT LIKES

- She appreciates the culturally-sensitive home care her parents receive (support workers interact with her parents appropriately)

## FRUSTRATIONS/ PAIN POINTS

- She had a hard time understanding the services available, how to get a service, and the cost of the services
- Feels overextended looking after her children as well as her parents

## CONSTRAINTS

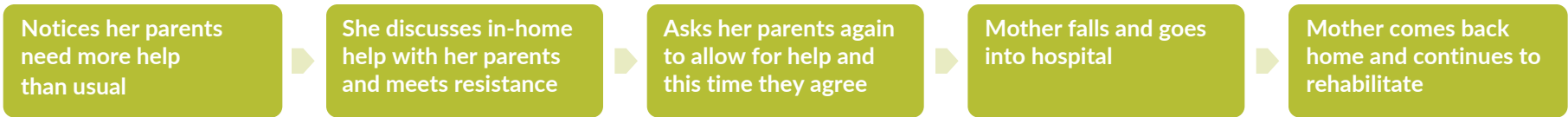
- Mother is currently recovering in the hospital due to a recent hip injury. Haidi needs to be present at medical appointments to translate (parents' English-speaking is limited)



# Haidi's Journey

*Haidi's parents are requiring more help these days...*

## EVENT



## FEELING



## INFORMATION NEED

*Noticing senior issues and how Island Health can help*

*Available home and community care services*

*Available home and community care services*

*Expected hospital stay options for care*

*Adult recovery and rehabilitation*

*Cultural sensitivity and safety*

*Costs*

*Residential or assisted living programs*

*Home and community care options*

*Costs*



# Esther

Sidney, BC



Esther has lived in Sidney for many years and all of her friends are still there. However, her husband passed away and her children now live in different parts of the Island. They don't visit often. Sometimes she feels alone and has problems remembering to take her medication. She goes to the community centre as often as she can.



*I enjoy going to the community centre, but transportation is hard and I feel isolated.*

## ENVIRONMENT

- Does not have a car and relies on public transportation or friends to get around
- Has a hard time understanding services available to her and how to access them
- A friend of hers from an old job still stops by on a regular basis to visit
- Her adult child, from the city, visits once every 2 weeks

## CURRENT LIKES

- Visits with other seniors, each week, at the community centre
- Talks to the roving social worker at the community centre
- Visits from her child and her friends
- Talking with the bus driver

## FRUSTRATIONS/ PAIN POINTS

- Waiting for the shuttle to take her to an appointment

## CONSTRAINTS

- Needs to move to a residential care facility
- Experiences mental health issues like depression and dementia

# Appendix



# Spectra Mapping Process

## Step 1

Identify the common, average, or dominant characteristics, needs, attitudes, and behaviors that are meaningful to the project, and which makes each type of user distinct.

These items are referred to as spectra.

*Tech-savvy*

*Tech illiterate*



# Spectra Mapping Process

## Step 2

Plot the user profiles on each spectra.

The intent is to look for patterns: If the same personas were clustering frequently, then these are candidates for merging.

Personas that continually plot to the middle are assessed as candidates for removal, provided there are personas plotting on extreme ends of the spectrum.

# Comparative Spectra

## LEGEND



Joseph



Karyn



April



Haidi



Esther



Long term condition

Short term condition



Healthy



Low touch



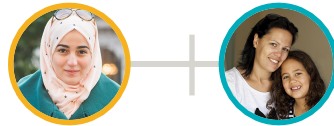
High touch



Remote



Urban



Low expectation of services



High expectation of services



Caring for self



Caring for others

# Comparative Spectra continued...

## LEGEND



Joseph



Karyn



April



Haidi



Esther



No support network



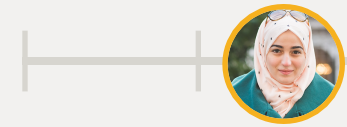
Support network



Low health literacy



High health literacy



No cultural expectations / safety



Has cultural expectations / safety



Does not trust "system"



Trusts "system"



Never uses viha.ca



Frequent user of viha.ca