

Audience Personas

O'NEAL COMPREHENSIVE CANCER CENTER

July 6, 2021



Agenda

- Preventative Care
- Pre-Care
- During Care
- After Care
- Referring Physician
- Researcher



PREVENTATIVE CARE

Catherine Depalma

Catherine is at the point in life where a yearly check up isn't enough. She's been getting regular breast exams for a few years, but now wants to start regularly screening for colon and skin cancer as well.

Wants/Needs:

She wants to make sure she's taking precautionary measures to ensure her health but she's wary of what's involved and needs reassurance. She would like to find a hospital that specializes in many forms of cancer to make sure she's covering as many bases as possible.

Frustrations:

Prescreening is often talked about, but easy to put off, and she knows many people who don't do it at all. She's apprehensive about the procedures and would like to be put at ease. Having easy-to-understand information to tell her friends would be helpful in convincing them to get checked too.



Name	Catherine Depalma
Age	45
Occupation	Mortgage Underwriter
Salary	\$43,000
Views Site With	Desktop computer
Cancer Diagnosis	N/A

PREVENTATIVE CARE

Catherine Depalma

Catherine's journey begins by searching online for cancer screening in Birmingham. The results bring her to the Prevention & Screening page of the OCCC website where she sees the available types of cancer she can be tested for. She clicks on colon cancer, reads the overview and then clicks the button to schedule an appointment.



Name	Catherine Depalma
Age	45
Occupation	Mortgage Underwriter
Salary	\$43,000
Views Site With	Desktop computer
Cancer Diagnosis	N/A

PRE-CARE

John Springer

John went to his primary care physician because of recurring headaches and after running some diagnostic scans he was diagnosed with a brain tumor. This has shaken him greatly so he's doing research on the best doctors to see about his condition.

Wants/Needs:

John wants someone who knows what they're doing that can give him an easy-to-understand recommendation on how to move forward. He needs to be able to explain this to friends and family, minimize their worry, and let them know he's in good hands.

Frustrations:

He's been researching his condition online and has more questions than answers. The resources he's found have been full of medical jargon that is confusing and overwhelming. He just wants to get straight answers to his questions, so he knows what to expect. He has questions about survival rates, what treatment entails, how long it will take, and how much it will cost, that are all weighing heavily on his mind.

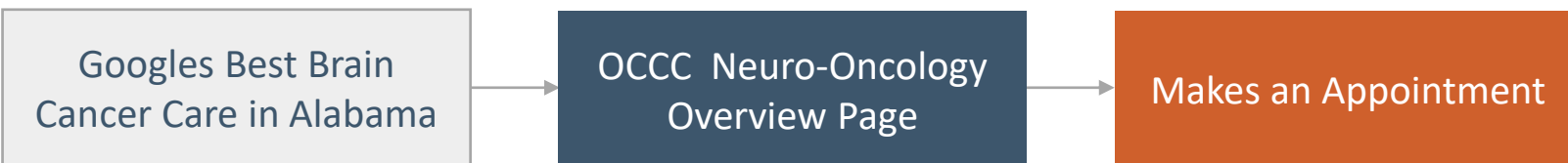


Name	John Springer
Age	60
Occupation	Construction Manager
Salary	\$110,000/year
Views Site With	Tablet
Cancer Diagnosis	Brain Tumor

PRE-CARE

John Springer

John's user journey begins by searching for the best place for brain cancer care in Alabama. From there, he clicks onto the neuro-oncology page on the O'Neal website, where he will find a collection of information tailored to his condition: an overview about his cancer, why he should choose UAB, biographies for the neuro-oncology medical team, what to expect during treatment, as well as related services, patient stories, news and clinical trials. After reading through everything and gathering enough information to be confident that the O'Neal Comprehensive Cancer Center is right for him, John clicks the button to schedule his first appointment.



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Age	60
Occupation	Construction Manager
Salary	\$110,000/year
Views Site With	Tablet
Cancer Diagnosis	Brain Tumor

DURING CARE

Jessica Carter

Jessica has a full plate with her job as a registered nurse as well as being a married mother of two. Chemotherapy and doctor visits have upended her daily life and she finds it hard to have the energy to keep up with her normal routine. Being a nurse gives her insight and some reassurance, but she's still struggling emotionally as well as physically and could use some help.

Wants/Needs:

Jessica wants to find out what support options are available to her. She needs to be able to continue her daily routine even though cancer treatments are draining her physically and mentally.

Frustrations:

Life has become exhausting for her, and her family, and she's worried about the effect this is having on everyone. She's finding it difficult to remain positive and is trying to add elements to her support system and routine to make things easier.

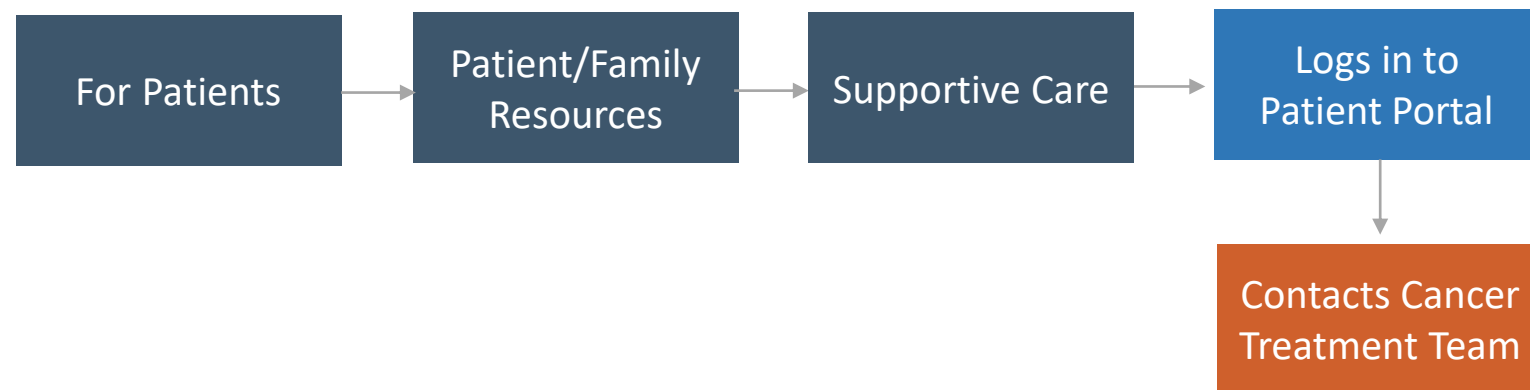


Name	Jessica Carter
Age	43
Occupation	Registered Nurse
Salary	\$65,000/year
Views Site With	Mobile Phone
Cancer Diagnosis	Breast Cancer

DURING CARE

Jessica Carter

As a current patient, Jessica is familiar with the OCCC website, and her user journey begins in the For Patients section. She visits the Patient and Family Resources page and sees an overview about the Supportive Care and Survivorship Clinic. After deciding the program would be helpful to her, she logs into the patient portal and contacts her cancer treatment team to find out more about the program.



Name	Jessica Carter
Age	43
Occupation	Registered Nurse
Salary	\$65,000/year
Views Site With	Mobile Phone
Cancer Diagnosis	Breast Cancer

AFTER CARE

Robert Thorpe

Robert successfully completed his cancer treatment a few months ago and it has made a huge difference in his life. He's extremely grateful to the OCCC staff and is trying to find out how he can play a role in other patients' recovery.

Wants/Needs:

He wants to give back so that others receive the same level of care that he did and hopefully have the same outcome. He has time and money to donate and wants to make sure he can help in any way he can. His diagnosis of being cancer free changed his life and he wants other patients to experience that feeling.

Frustrations:

He's not sure where to start. Donating to a national organization like the American Cancer Society won't specifically help his community or the hospital who helped him. He's trying to figure out the best way he can help OCCC and its patients and needs some guidance to make this happen.

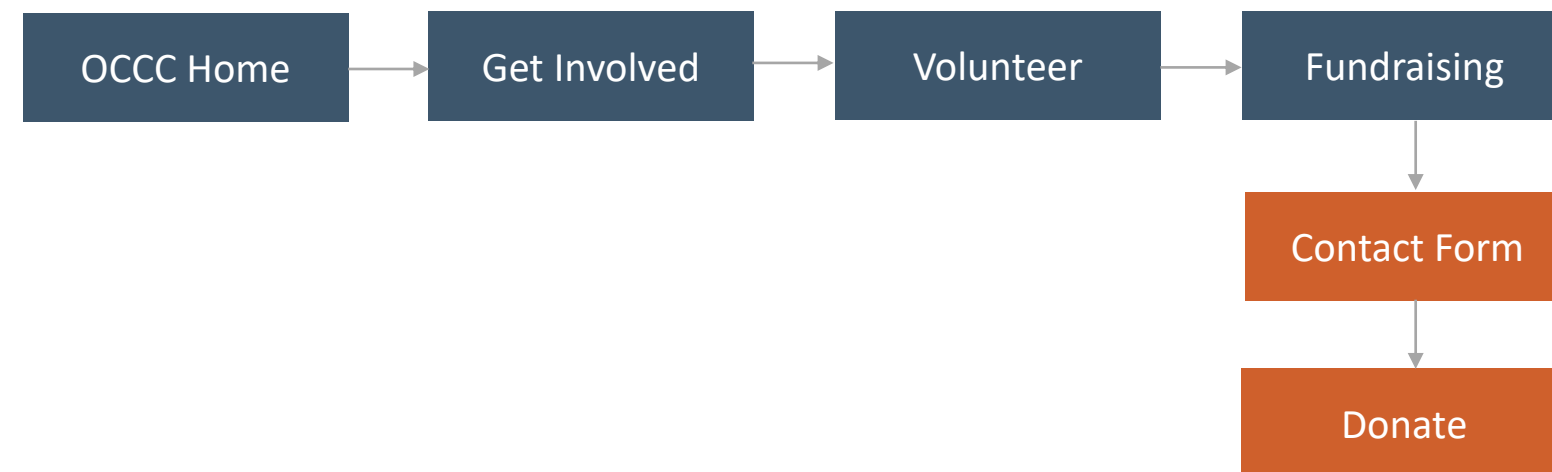


Name	Robert Thorpe
Age	65
Occupation	Retired
Salary	N/A
Views Site With	Desktop computer
Cancer Diagnosis	Cancer Free

AFTER CARE

Robert Thorpe

Robert has successfully completed his cancer treatment and is now cancer free and looking to give back to the O'Neal Comprehensive Cancer Center. He begins on the home page and clicks through to the Get Involved section where he sees a callout for Volunteers. After clicking this, he's able to sign up for a community fundraising event. Additionally, each page of the Get Involved section has a call-to-action button to Make a Donation, which prompts Robert to click and contribute.



Name	Robert Thorpe
Age	65
Occupation	Retired
Salary	N/A
Views Site With	Desktop computer
Cancer Diagnosis	Cancer Free

REFERRING PHYSICIAN

Isha Singh

Isha is a primary care physician who is looking for a cancer specialist after identifying a lesion in her patient's most recent mammogram. She heard good things about UAB and the O'Neal Comprehensive Cancer Center but isn't very familiar with the hospital or any of its doctors.

Wants/Needs:

She wants to gather more information about treatments that OCCC offers as well as its doctors. She is looking at success rates, talking to other doctors, and finding out as much as she can so she can feel good about referring her patient. She wants to be able to collect as much knowledge as she can in one place, rather than having to piece it together through various sources and to be able to make a referral easily.

Frustrations:

Collecting the myriad of available information involves a lot of research on her part, whether that's searching online, or by talking to colleagues. She feels that she needs to be more familiar with UAB and its staff before making a referral.

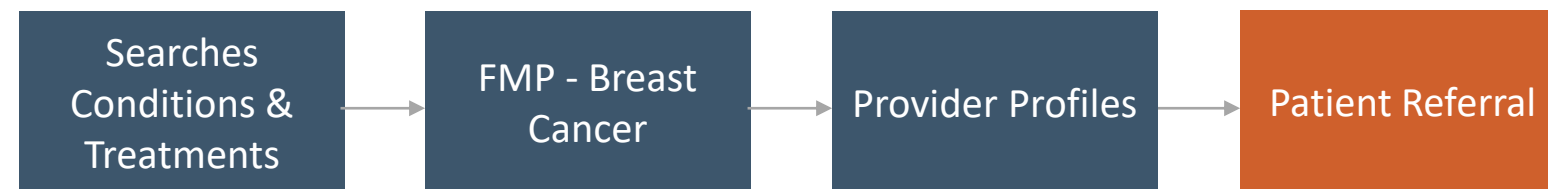


Name	Isha Singh
Age	41
Occupation	Physician
Views Site With	Laptop

REFERRING PHYSICIAN

Isha Singh

Isha's journey begins in the Conditions & Treatments page on the OCCC website. From there, she clicks on the For Medical Professionals page for breast cancer where she reads a detailed overview on breast cancer, as well as a write up on why she should refer her patient to UAB. She clicks through the Provider Profiles to learn more about them and then decides to fill out and submit her patient referral form.



Name	Isha Singh
Age	41
Occupation	Physician
Views Site With	Laptop

RESEARCHER

Ryan Young

Ryan is a clinical researcher who is looking for a program in Experimental Therapeutics. He is very driven to help find a cure for cancer and believes he would be an asset to a team who is as dedicated as he is.

Wants/Needs:

He wants to join a well-funded and cutting-edge program at a reputable hospital to ensure he is at the forefront of cancer prevention and therapy. He wants to gather information to help him make the right decision and he would like to be able to apply online.

Frustrations:

He has a busy schedule and needs to find relevant content online and preferably all in one place. A streamlined outline of the program, as well as the opportunity to read or request more information, would greatly benefit his decision-making process.

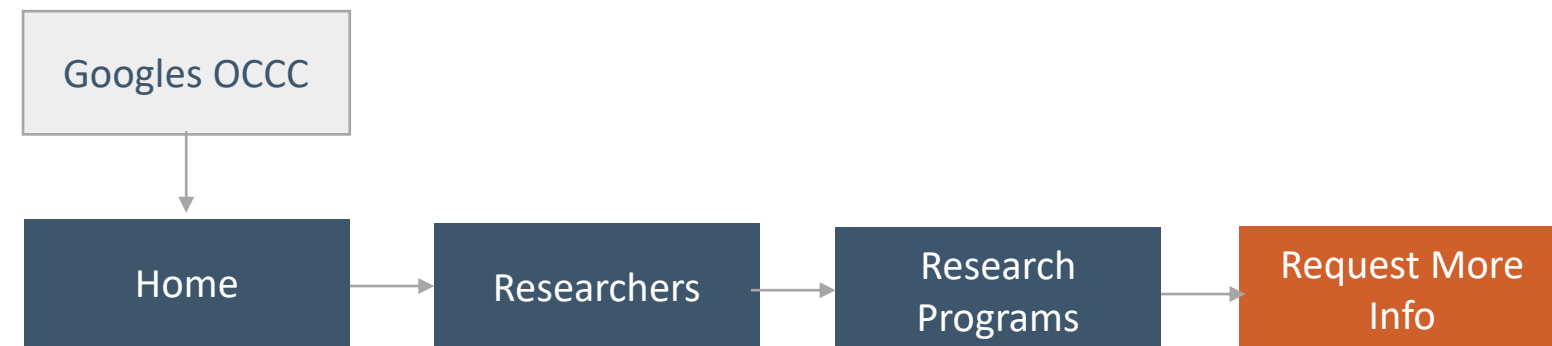


Name	Ryan Young
Age	29
Occupation	Clinical Researcher
Views Site With	Tablet

RESEARCHER

Ryan Young

Ryan knows the O’Neal Comprehensive Cancer Center by reputation, so he starts by searching for the website. From the home page he navigates to the Researchers section where he clicks on Research Programs to view the available options. He sees the Experimental Therapeutics is listed and after reading the overview he decides that this is an area that he’d like to be involved in. Finally, he clicks on the Become a Member callout to request more information to apply.



Name	Ryan Young
Age	29
Occupation	Clinical Researcher
Views Site With	Tablet

In Conclusion

By understanding the wants and needs of individual users, we can ensure that the new O'Neal Comprehensive Cancer Center website is a useful tool for each person who visits. Whether they are patients who have just been diagnosed, are currently undergoing treatment, or have successfully finished treatment, the website needs to speak to each of them in a unique way that seems designed especially for them.

Concurrently, physicians and researchers viewing the website will have different needs than patients even though some of the relevant information will overlap both audiences. These user journeys show where those intersections are and will allow us to move forward with a plan that enables us to focus on each group individually, while also establishing a cohesive experience when the content needs to be viewed by all.

Thank You

