

Persona: Jack

Goal: Take dog to vet on schedule and get treated while managing time effectively

ACTION	Pick a Veterinarian	Get accepted / Then go	Fill out registration info	Wait in line	Get treated
TASK LIST	A. Look for a local veterinarian online B. Choose one with good reviews	A. Make sure your pet insurance is accepted B. Create appointment C. Get address and head out	A. Fill out paper form or online (unlikely) B. Answer all questionnaire	A. Wait for registration form to be processed B. Wait for a vet to take you to a doctor	A. See the doctor B. Learn about the next steps C. Get prescription for medications if needed
FEELING ADJECTIVE	Excited Optimistic Anxious	Frustration Hurried	Frustration Anger Uncomfortable	Frustration	Hurried Scattered Confusion
IMPROVEMENT OPPORTUNITIES	Create a site that auto locates local vets that accepts your insurance and has great reviews	This step can be totally skipped if you already have an account or pick by filtering	Information about the pet is already done in the account vets just need to look and ask for update if needed.	Give users information about how long the wait time can be in real time.	Vets can update medical record of pet so that users can find it on there account anytime.