Annex 6 – Service Design and Citizen Co-Design

**Remote Consultation Proto-Personas**

The following [draft] proto-personas incorporate research done by *Accenture*, *Barnham & Rayno*r along with desk research and stakeholder interviews. They will be expanded and refined as the project progresses; incorporating feedback from stakeholders.

These personas are created to encapsulate key citizen characteristics. As requirements are created, they will be validated against the personas. They will also be utilised in the review of potential solutions. Special attention will be given Digital Inclusivity and reducing Health Inequalities.

This robust process will help create a set of the requirements for the remote consulting procurement which is taking place this year. That will help make sure that the requirements for aspects such as online and video consulting, SMS messaging and websites meet the needs of our citizens as far as possible. It will also lay out the expectations of the supplier in terms of development.

Proto-personas

"Unlike the standard persona, proto-personas are based on the assumptions of the stakeholders, and further checked against actual data. They are a collection of heuristics, market research, and intuition presenting an opportunity to articulate the target audience, their needs, and behaviours. We rely on proto-personas to ensure alignment amongst our client stakeholders. They ultimately represent what we think our users are like."

Ken Carroll
80, male
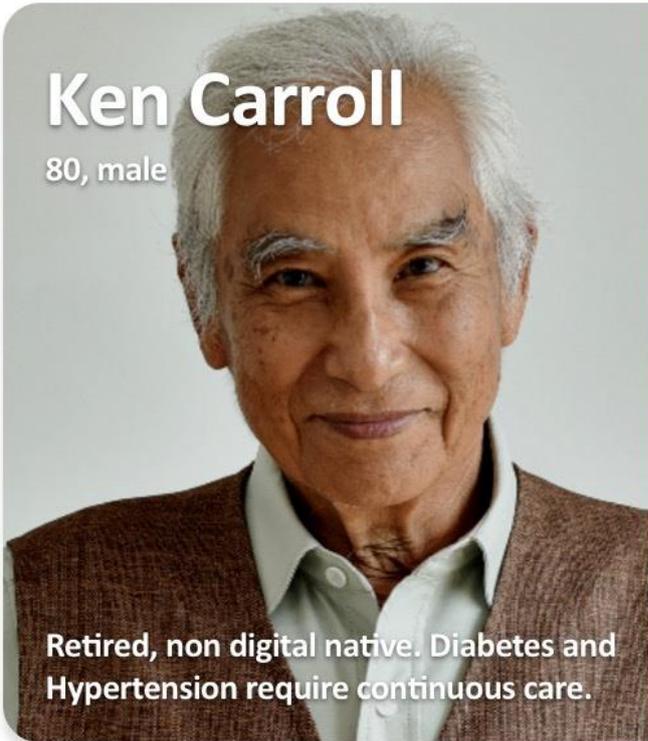
Retired, non digital native. Diabetes and Hypertension require continuous care.
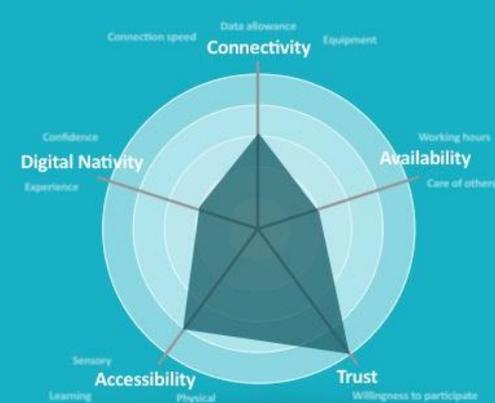
"You wait on the phone for ages for someone to answer and then you can't get past the receptionist. Also, they have to rely on me correctly reporting my symptoms (at 80 yrs old)."

Jennie Owens
32, female

Single parent with 7yo child. Time poor; works part-time doing in school office. Accesses digital services via smartphone (slow data).
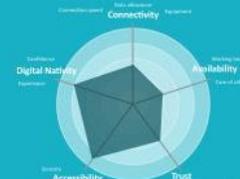
"You have to ring at 8.30, but I am often at work then and by the time they pick up, all the appointments for that day are gone. So you have to try again the next day. I'm not sure that they are flagging urgent requests."

Mohammad Vernon
54, male
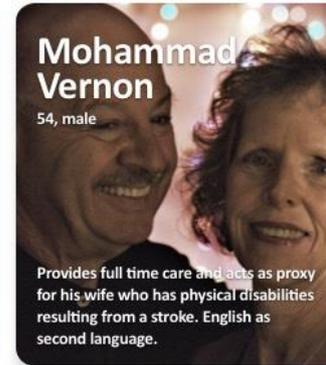
Provides full time care and acts as proxy for his wife who has physical disabilities resulting from a stroke. English as second language.

"They do call back to tell you when your phone appointment is – but you often wait for 2 weeks for the appointment. I don't see why we wait so long. Surely phone appointments are more efficient than face to face appointments?"

Maryam Atkins
24, female

Student completing PhD. Disability: hearing impairment. Tech savvy and makes use of accessibility tools.
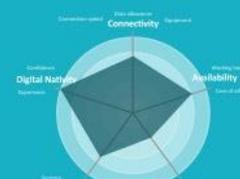
"They often send me 'no reply' SMS messages from the surgery asking me to phone to confirm that I can make the appointment."

Janette McIntyre
42, female
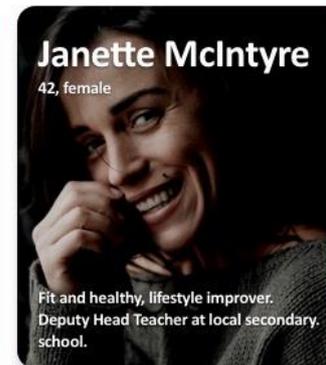
Fit and healthy, lifestyle improver. Deputy Head Teacher at local secondary school.

"It's hard to get a face to face appointment. It's nearly always phone. Once a nurse called, but they'd told me it would be a doctor. Also, they call from unrecognised numbers so I didn't pick up and then I'd lost my chance."