

Brian L Moore
Design Document: Personas
INFM480: Research Methods & Project Planning
Dr. Zhiling Long
March 28, 2025

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1. Maya – The Entry-Level Medical Assistant

Age: 23

Job Title: Certified Medical Assistant (CMA)

Experience: 1 year

Tech Comfort Level: Moderate

Goals:

- Prove she's ready for more responsibility
- Learn how to improve her professionalism and patient interaction

Frustrations:

- Doesn't always get constructive feedback after interviews
- Feels overlooked due to her limited clinical experience

Needs from the platform:

- Clear guidance through the quiz
- Simple UI with clear instructions and progress indicators
- Feedback that helps her grow professionally

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2. James – The Mid-Career LPN Looking for Advancement

Age: 35

Job Title: Licensed Practical Nurse (LPN)

Experience: 10 years

Tech Comfort Level: High

Goals:

- Move into a supervisory or RN track role
- Showcase soft skills like leadership and critical thinking

Frustrations:

- Feels assessments often ignore his on-the-job experience
- Wants assessments to reflect real-life challenges, not just textbook cases

Needs from the platform:

- Mobile-first design for access between shifts
- Real-world scenarios in the assessment
- Insight into areas of professional growth

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3. Alana – The Recent RN Grad Preparing for Her First Job

Age: 26

Job Title: Registered Nurse (RN)

Experience: Just graduated

Tech Comfort Level: Very High

Goals:

- Land her first job and feel confident about her soft skills
- Understand how to apply classroom professionalism to real patients

Frustrations:

- Overwhelmed by conflicting advice on professionalism
- Unsure what employers expect beyond clinical knowledge

Needs from the platform:

- Short onboarding and example questions
- Encouraging language and accessible design
- Personalized feedback that builds confidence

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4. Marcus – The HR Coordinator Reviewing Candidate Reports

Age: 41

Job Title: HR Clinical Hiring Coordinator

Experience: 15+ years in hiring for healthcare roles

Tech Comfort Level: Moderate

Goals:

- Identify strong candidates with professional behavior
- Make the screening process more objective and efficient

Frustrations:

- Interviews don't always reveal soft skills
- Struggles to compare professionalism across applicants

Needs from the platform:

- Easy-to-read quiz results and behavior insights
- Quick comparison features
- Option to export or print assessment summaries