

NHS Highland: Proto-Personas

June 2022

Introduction

NHS Highland wishes to deliver a user centred website that meets the needs of key target audience segments and adheres to the key principles of the Scottish Approach to Service Design.

A Website Review document has been produced that has identified and prioritised key end-user needs and requirements. This has informed the development of a set of proto-personas that detail the high-level needs of a range of archetypal “citizens”. Given the importance of recruitment to the organisation, a proto-persona has also been developed for a “job seeker” looking to move to the region.

In addition to the source information detailed within the Website Review report, the following secondary research has been conducted to augment the previously documented user needs:

- Local infrastructure/connectivity.
- Other NHS health board websites (20 organisations).
- Patient (and enabler) likely reasons to engage and the services/locations available.
- Current career opportunities and job descriptions.
- Informal interviews with carers and parents.

The secondary research detailed above was conducted by Factory 73 on behalf of NHS Highland between April 27th and June 3rd 2022.

For any further information on the outputs detailed within this document please do not hesitate to contact:

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Proto-Personas

- Are fictional and describe archetypal characters.
- Are based upon secondary research, in-house experience, knowledge, and discussion.
- Can help us understand the needs, goals, and preferences of likely stakeholders who may be involved in interacting with NHS Highland services.
- Help us recognise that different stakeholders have different needs and expectations and that these will be influenced by the “role” they play in their specific business.
- Are not a final product, they should evolve as we learn more.

Proto-Persona Overviews

Proto Personas: Key variables

Sub-segment / Type	Situation	Proto-persona	Location	Trigger
Job seeker - Moving to Area	Information Seeking	Maria	Out of health board, Edinburgh	Thinking about looking for a new job in the Highlands
Carer	Information Seeking	Anna	Uig, Skye	Looking for in home Carer support for her dad
Patient	Information Seeking	Mikolaj	Uig, Skye	Looking for in home Carer support for himself
Carer	Information Seeking	Nigoni	Out of health board, Aberdeen	Support & advice for father struggling to live independently with dementia (in Aviemore)
Carer	Information Seeking	Kelly	Mull	Mother starting rounds of chemotherapy
Patient	Information Seeking	John	Broadford, Skye & Lochalsh	New to the area. Needing a GP
Parent	Information Seeking	Emily	Bettyhill	6-month-old baby with breathing difficulties
Parent	Information Seeking	Ryan	Wick	Parent, teenage son requiring an ECG
Patient	Before Treatment	Scott	Learnie Red Rocks	Suspected sprained wrist
Patient	Before Treatment	Kyle	Dingwall	Seeking sexual health information
Patient	Before Treatment	Fergus	Nairn	Joint replacement and overnight stay
Patient	During Treatment	Sarah	Mallaig	Preparing for a dialysis appointment
Patient	During Treatment	Kevin	Campbeltown	Referred for an MRI
Patient	During Treatment	Susan	Oban	Needing support for long term condition; Arthritis
Patient	After Treatment	Betty	Spean Bridge	Wants to give positive feedback and thanks

JOB SEEKER: Moving into health board



Maria

“I’m looking forward to the next step in my career, working in a remote area will suit me well!”



Reason for engaging

Thinking about looking for a new job.

- 35 years old.
- Over 10 years nursing experience in bigger cities.
- Wants to relocate to spend more time in nature.

When I: Am considering a big relocation.

I Want/Need To: Be excited and welcomed by a new job.

So I can: Feel confident in my decision.



Location

Edinburgh (current job) → Highlands.

Medium friction, wants to move but it is a big decision.



Connectivity

Super fast broadband and 4G. Laptop & iPhone. Confident with all use and would expect high quality websites.

Low friction

Potential solutions / opportunities

- Clear and easy to access information on the current jobs available within the area.
- Video interviews of current people who enjoy living and working in the area.
- If there is a “Relocation Package”, what does this provide?
- An easy and clear process for applying for jobs, and it is possible to do initial interviews remotely.

CARER: Information seeking



Anna

“I love my dad and don’t mind looking after him, but I am leaving soon so will need help.”



Reason for engaging

Looking for in home Carer support.

- 17 years old.
- Been a support/carer to her dad for 6 years.
- Is soon going to be leaving home to go to university/collage.

When I: Am overwhelmed about moving away soon.

I Want/Need To: Get trusted advice and support.

So I can: Be helped in providing good care to my dad.



Location

Uig, Skye

High friction, her dad’s requirements are complex and they live remotely- expertise might be hard to find.



Connectivity

Low-speed broadband. iPhone and laptop. Would avoid phone calls where possible.

Low friction

Potential solutions / opportunities

- Links to support; in person, online and telephone contact information. (For example Sky & Lochalsh Young Carers).
- Clear information on if Carer’s support allowances etc. can be claimed or even backdated.
- Help on how to articulate her dad’s needs to a new carer.
- Be assured there will be continued communication with any new carers.

PATIENT: Information seeking



Mikołaj

“My daughter has helped me so much, I now need to help her feel happy and excited to move away.”



Reason for engaging

Looking for in home Carer support.

- 49 years old. Lived in Scotland for 14 years.
- Receives Personal Independence Payment.
- Is registered blind and has Autism Spectrum Disorder (ASD).
- First language is Polish, speaks basic English.

When I: Am worried about my support changing.

I Want/Need To: Know who will visit me and when.

So I can: Tell my daughter I am okay and comfortable.



Location

Uig, Skye

High friction, his needs are complex and he lives remotely- expertise might be hard to find.



Connectivity

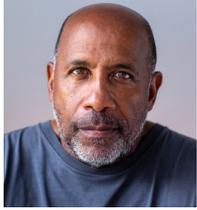
Isolated. Talks to people, would make phone calls, struggles with broad accents.

High Friction

Potential solutions / opportunities

- A website that is designed with visually impaired accessibility in mind.
- The website can be translated and be read aloud.
- Audio links with support in Polish.
- Website written in plain English to help with his language barrier but also to help with Autism.
- Phone numbers for support services are clearly signposted on the website.

CARER: Information seeking



Ngoni

“Living far from my dad is stressful. I need to arrange local support for him and maybe even a care home.”

! Reason for engaging
Support & advice for father struggling to live independently with dementia.

- 63 years old.
- Worked in hospitality around Scotland for 40 years.
- Lives in Aberdeen, remotely trying to help his Dad in Aviemore.
- Financially still has to work and doesn't have a local family support network.

When I: Can't help my dad's worsening dementia.

I Want/Need To: Find what is available near him.

So I Can: Know he isn't alone and feel more at ease.



Location

Out of health board → Father in Aviemore.
High friction.



Connectivity- Hasn't set up personal broadband connection, uses local library computers.
High Friction.

Potential solutions / opportunities

- The website loads quickly.
- The website works on older browsers as he's using a public computer.
- Phone numbers or contact details for people he can talk to in the area.
- Advice - like tips on how to manage better- he can print off and give to his Dad to read.

CARER: Information Seeking



Kelly

“She might not admit it, but my mum really needs physical and mental support to attend her appointments.”

! Reason for engaging
Her mother starting rounds of chemotherapy.

- 39 years old.
- Works as a support teacher at a primary school.
- Has to take time off work to take her mum to appointment.

When I: Need to support my mother at her appointments.

I Want/Need To: To know what to expect from the visit.

So I can: Feel confident and keep her calm.



Location

Mull → Beatson Oncology Centre, Glasgow
High friction, 135 miles, 4hrs 25 drive. Once a week for 9 months.



Connectivity

Low speed broadband and 3G. iPhone, iPad and laptop. Mainly accessing at home.
Low Friction.

Potential solutions / opportunities

- Website with time/date stamped Covid regulations/information so she knows what still applies.
- Videos explaining the processes and what to expect.
- A brochure for people who have no supporting devices or internet facilities at home so she can print this and give it to her Mum to read.
- Clear links to Maggie's Highlands group Zoom meetings.

PATIENT: Information seeking



John

Retiring to Skye has always been goal, everything else is settled, GP is the final piece of planning.”

! Reason for engaging
New to the area. Needing a GP.

- 68 years old.
- Moving with his wife to Skye for retirement.
- Has existing blood pressure issues to manage.

When I: Settle in my new area for retirement.

I Want/Need To: Find and register with a new GP.

So I can: Get the medication and support I need.



Location

Broadford, Skye & Lochalsh.
Medium friction.



Connectivity

Standard broadband and 4G. iPad. Basic Googling skills.
Medium Friction.

Potential solutions / opportunities

- An easy to use near-me function - based on practice boundary/area rather than proximity - clear maps showing practice boundaries.
- A website that loads quickly.
- The ability to search a website rather than try and find information by clicking.
- Instructions with what to do if all close GP's are full.
- Information on alternative ways to obtain his medication (if available).

PARENT: Information emergency



Emily

“I'm an anxious first time mum. I constantly worry if I am doing the right thing for my baby.”

 Reason for engaging
6-month-old baby who is wheezing.

- 32 years old.
- Lives in Bettyhill with her Husband and baby.
- No extended family support, nearest family is in Aberdeen.

When I: Am worried my baby is unwell.

I Want/Need To: Get a diagnosis for my baby.

So I can: Get help quickly.

 **Location**
Bettyhill → Caithness General Wick.
Medium/High Friction (emergency level dependant), 1h 12mins.

 **Connectivity**
Standard broadband and 4G. iPhone and laptop. Confident user.
Low Friction

Potential solutions / opportunities

- Rapidly obtain information she can trust in terms of what to do next e.g. when to go to A&E or call 111/999.
- Does not want to spend long on the website. Is only on website until she can speak to a professional.
- Phone call with a midwife to evaluate baby's condition.
- Nearest doctor to visit the home to see the baby.
- Links to post-natal support, mental health advice and support groups.

PARENT: Information seeking



Ryan

“My son has been complaining about chest pains, but is avoiding it. I'm worried about him.”

 Reason for engaging
Parent, Son requiring an ECG.

- 40 years old
- Lives in Wick with his Wife, Daughter (12) and Son (16).
- Works as a Gas Engineer

When I: Need to get my Son's chest pains checked.

I Want/Need To: To have a doctor provide an ECG.

So I can: Get a diagnosis or treatment for him.

 **Location**
Wick → Dunbar Hospital, Thurso.
Low Friction, Work Van, 29 min drive.

 **Connectivity**
Low speed broadband and 3G. Android phone, and laptop. Confident user, often drives through out of service areas.
Low Friction.

Potential solutions / opportunities

- Quick online guidance on where an ECG would take place for a minor and what that would be like.
- Teenager appropriate content on managing stress, having an ECG or any other relevant advisory material.
- Phone call with local GP to discuss what to look for if this becomes an urgent matter.
- Book his Son a GP appointment “just to get it double checked. Better safe than sorry”.
- Clear content on his Son's rights to engage/disengage as he is 16 - advice on how to guide his Son should this be an issue.

PATIENT: Before treatment



Scott

“Any free weekend I have, I go mountain biking, I am a bit of an adrenaline junky.”

 Reason for engaging
Suspected sprained wrist.

- 47 years old.
- Enjoys outdoor activities like mountain biking.
- Has a family but goes mountain biking solo.

When I: Am concerned I have sprained my wrist.

I Want/Need To: Know where to go for help.

So I can: Get a diagnosis, treatment and pain relief.

 **Location**
Learnie Red Rocks → Inverness A&E.
(If needed)
Medium friction, get back to car, 35 min drive with sore wrist.

 **Connectivity**
Patchy 4G. iPhone. Confident user.
Medium Friction.

Potential solutions / opportunities

- Fast loading website - even on a 4G connection.
- Clear information that is easy to access.
- Step by step instructions of how to care for himself before getting to the relevant point of care.
- Links to local pharmacy or other appropriate alternatives if A&E is not necessary.
- Clear information about the right point of care to set and manage expectations - example, opening times, waiting times, parking, etc.

PATIENT: Before treatment



Kyle

“This is a big inconvenience for me. I thought I would never be affected by STDs, it’s embarrassing.”

 Reason for engaging
Seeking sexual health information.

- 24 years old. Lives at home with family.
- Wants to move out soon. Can drive the family car.
- Likes to go out to the pub with mates to meet people.

When I: Am told by a sexual partner they are infected.

I Want/Need To: Be able to test for STDs.

So I can: Seek treatment and tell partners the results.

 **Location**
Dingwall → Inverness Clinic.
Low friction, has good internet, but does want to keep it a secret from his family.

 **Connectivity**
High speed broadband and 4G. iPhone and laptop. Mainly accessing at home.
Low Friction.

Potential solutions / opportunities

- Have informational content written in an approachable and clear but not condescending way.
- Ensure content does not perpetuate stereotypes or shame.
- Be clear with steps he can take and what the process will be with either self-testing or going to a clinic.
- Have disclaimers and reminders to tell partners if there is a positive result. Reinforce and explain why this is the right thing to do.

PATIENT: Before treatment



Fergus

“I’m happy to be getting on and making do... The last thing I want is to be a bother!”

 Reason for engaging
Joint replacement and overnight stay.

- 75 years old.
- Relies on public transport (doesn’t feel it is safe to drive anymore).

When I: Need to come into hospital for the night.

I Want/Need To: Know what to pack and where to go.

So I can: Be as prepared and independent as possible.

 **Location**
Nairn → Inverness (Raigmore).
Medium friction, 2 buses, 53mins.

 **Connectivity**
Low speed broadband and 4G. iPad & iPhone, Confident with basic use, especially on larger screen.
Low Friction.

Potential solutions / opportunities

- Clear and easy to access pre and post op information. Easy to share and send to family living at a distance.
- Travel price subsidisation and clear information about how to access this.
- Kind and welcoming tone of voice on website and printed materials- so he feels like less of a burden.
- Makes it clear that a specialist nurse service is available and makes sure he has their contact details.

PATIENT: During treatment



Sarah

“I have been ill for a while, I am used to hospitals, but they still scare me and this is a big new step.”

 Reason for engaging
Preparing for a dialysis appointment.

- 27 years old. Lives 15 mins from Mum and Dad.
- Works as a remote and in-person Maths tutor.
- Can fit her work around her energy levels, illness and appointment times.

When I: Am scheduled for my first dialysis appointment.

I Want/Need To: To know what to expect.

So I can: Feel supported and prepared.

 **Location**
Mallaig → Broadford Hospital, Skye.
High friction, has to travel over an hour, including a ferry, 3 times a week.

 **Connectivity**
Standard broadband and 4G. iPhone and laptop. Mainly accessing at home.
Low Friction.

Potential solutions / opportunities

- Clear and easy to access procedure information.
- Easy to share with her family so she can keep them informed and ease their fears.
- Travel price subsidisation and clear information about how to access this.
- Online or telephone consultations, results updates, or appointments where possible to limit travel.
- Links to support, online and in person. Potentially peer groups or Facebook groups etc.

PATIENT: During treatment



Kevin

“Not only is getting an MRI scary but it is also stressful organising and travelling to my appointment.”

⚠ Reason for engaging Referred for an MRI.

- 42 years old.
- Works as a coordinator for a transport company.
- Lives with his husband, has a car they both drive.

When I: Get referred for an MRI scan.

I Want/Need To: Know the appointment time and details.

So I can: Prepare time off work and travel arrangements.

📍 Location

Campbeltown → Inverness Raigmore
High friction, 5 hour drive so will need to take at least two days off work.

📶 Connectivity

Standard broadband and 3G. Android phone, and laptop. Mainly accessing at home.
Low Friction.

Potential solutions / opportunities

- Clear step by step process of what to expect - maybe even a video case study.
- Appointment time made clear in advance so he has time for planning.
- Content written in a reassuring way to not enhance any fears.
- A frequently asked questions area.
- Travel/ accommodation price subsidisation and clear information about how to access this.

PATIENT: During treatment



Susan

“Over the last 10 years my joints have become more painful and weak. I am getting tired of the burden.”

⚠ Reason for engaging Needing support for long term condition; Arthritis.

- 55 years old. Lives with 59 year old husband.
- Works as a manager in retail in Oban.
- Was a very exercise focused person feels she has lost this.

When I: Am struggling to happily live with my condition.

I Want/Need To: Ways to improve my standard of living.

So I can: Mentally and physically feel stronger.

📍 Location

Oban
Low friction, able to access online.

📶 Connectivity

Standard broadband and 4G. Android phone, and laptop. Mainly accessing at home.
Low Friction.

Potential solutions / opportunities

- Clear links to local community support and campaigns like Oban Living Well; making sure things are not Inverness focused.
- Online or in-person mental health/therapy support - conventional or alternative options like art therapy.
- Clear guidance on how to improve diet for joints, bones, weight and mental health.

PATEINT: After treatment



Betty

“I just want to thank all the staff for their time, care and support in getting me back to my own home.”

⚠ Reason for engaging Wants to increase pain medication.

- 84 years old.
- Carer comes in twice a week to chat, cook and clean the house.
- Very immobile, does not leave the house on her own.
- Has children (in America) who could access the website.

When I: Am really happy with how I was cared for.

I Want/Need To: Tell the staff and prospective patients.

So I can: Make sure the staff feel appreciated.

📍 Location

Spean Bridge
High friction, restricted mobility.

📶 Connectivity

Hasn't engaged with the internet, uses landline to call carer, family and friends, appreciate letters from the GP etc.
High Friction.

Potential solutions / opportunities

- The website is not something she will directly use.
- Tell her that written or verbal feedback that she wants to share can go on the website.
- One-to-one interactions/telephone contact is the best way to reach/communicate with her.
- The website is highly visible in search results so her family are aware of the information available on it.
- Have local content, including isolation charity initiatives etc. on the website for her family to suggest to her.

Glossary and Template

Glossary of terms

- **Reason to engage:** What has happened, or is happening, to make the person need to access NHS Highland’s services/website.
- **Needs:** What does the person require to address their intent, ease their concerns or solve their problem?
- **Blockers & Pain points:** What is standing in the way of the user achieving their goal?
- **Concerns:** A high level summary of how the person feels about addressing their “reason to engage”.
 - **Avoidance tendency** - How high, or low, a priority in the person’s life is the “reason to engage”?
 - **Embarrassment levels** - Will this deter the person from addressing their “reason to engage”?
 - **Fear level** - How scared is the person in direct relation to their “reason to engage”?
- **In-person friction:** How hard will it be for the individual to address their “reason to engage” in person. For example, distance from point of care.
- **Online friction:** How hard will it be for the person to address their “reason to engage” online. For example, low-speed internet access.
- **Potential solutions/ opportunities:** What NHS Highland could do to help address the person’s needs.
- **Location:** Where the person is when the “reason to engage” arises.
- **Connectivity:** The person’s ability to interact with NHS Highland, most commonly through internet access.
 - **Slow broadband** - download speed 3-30 Mbps.
 - **Standard broadband** - download speed 30-100 Mbps.
 - **High broadband** - download speed 100-330 Mbps.
 - **Super Fast broadband** - download speed +330 Mbps.



Segment; Situation.

Name

“Quote.”

Independence



Familiarity with NHSH Services



- Personal Information.
- .
- .
- .
- .

Reason for engaging

Reason.

When I: .

I Want/Need To: .

So I Can: .

Needs

- .
- .
- .
- .
- .

Blockers & Pain points

- .
- .
- .
- .
- .

Concerns

Level of concern, Explanation.

- Avoidance tendency- .
- Embarrassment levels- .
- Fear level- .

Location

Location → Healthcare Location.

Friction. Mode of transport, distance, time.

Connectivity

Connection situation.

Friction.

Potential solutions/ opportunities

- .
- .
- .
- .
- .

Proto-Personas



JOB SEEKER: Moving into area

Maria

“I’m looking forward to the next step in my career, working in a remote area will suit me well!”

Independence



Familiarity with NHS Services



- 35 years old.
- Over 10 years nursing experience in bigger cities.
- Partner would relocate with her and work a tech job remotely.
- Wants to relocate to spend more of her free time in nature.
- Family home and current job is in Glasgow.

⚠ Reason for engaging

Thinking about looking for a new job.

When I: Am considering a big relocation.

I Want/Need To: Be excited and welcomed by a new job.

So I Can: Feel confident in my decision.

📍 Location

Edinburgh → Highlands- where a job is.
Wants to move but it is a big decision.

Medium Friction.

📶 Connectivity

iPhone. Confident with all use and would expect high quality websites.

Low Friction.

Needs

- To see an in depth job description and salary.
- To know case studies/past stories of other employees.
- A community or discussion space to ask questions of current employees in the area.
- Easy to share documentation with her partner to get/keep him on board with the move.
- Will need to get and maintain a car.

Blockers & Pain points

- The cost of owning or renting a house.
- General cost of living being more expensive than central belt.
- Not knowing the local area.
- Needing high quality internet access.
- Understanding her own access to healthcare and public services for herself and current/ potential future family.
- She will only be able to help some people up to a certain point before they need to go to a bigger hospital.

Concerns

- **Low level of concern**, just searching for jobs out of interest and a career change. Not unemployment or necessity.
- **Avoidance tendency** - medium, if the task/decision is too hard she might lose interest.
- **Embarrassment levels** - low, perhaps embarrassed by a lack of knowledge.
- **Fear level** - high, big life change.

Potential solutions / opportunities

- Clear and easy to access information on the current jobs available within the area.
- Information on what it is like to live and work in the area.
- Video interviews of current people who enjoy living and working in the area.
- It’s easy to share content with her family.
- A welcome pack, once a job is secured, not only for the job but also to the health board and the area.
- If there is a “Relocation Package”, what does this provide?
- An easy and clear process for applying for jobs, and it is possible to do initial interviews remotely.



CARER: Information seeking

Anna

“I love my Dad and don’t mind looking after him, but I am leaving soon so will need help.”

Independence



Familiarity with NHS Services



- 17 years old. Polish, but speaks English fluently.
- Dad is registered blind and has Autism Spectrum Disorder.
- Supported her Dad for 6 years. Translates a lot into Polish.
- Goes to school but struggles to attend after school activities.
- Is soon going to be leaving home to go to university/college.

⚠ Reason for engaging

Looking for in home Carer support for her Dad.

When I: Am overwhelmed about moving away soon.

I Want/Need To: Get trusted advice and support.

So I Can: Be helped in providing good care to my Dad.

📍 Location

Uig, Skye

Her Dad’s requirement’s are complex and they live remotely - expertise might be hard to find.

High Friction.

📶 Connectivity

Low speed broadband. iPhone and laptop. Would avoid phone calls where possible.

Low Friction.

Needs

- To arrange for a new support worker or carer to come in to see her dad.
- To feel confident they get on well and they understand his needs.
- To know who she can talk to for her own mental health support.
- To know if there are community support groups to attend while she is still at home- or for her dad.
- To feel supported through her final year and university/college applications.

Blockers & Pain points

- Not knowing where to start with asking for help.
- Feeling isolated in her situation.
- Not having a lot of money to pay for someone privately.
- Needing her dad to feel comfortable with any new support staff.
- Regularly changing support staff so the disruption to her dad will be an ongoing problem.
- Guilt over leaving for further education.

Concerns

High level of concern, will not want to leave her dad without support in place.

- **Avoidance tendency** - low, cares a lot so will work hard to find answers.
- **Embarrassment levels** - medium, doesn't like having to ask for help because she is leaving.
- **Fear level** - medium, reaching out and talking to strangers is daunting.

Potential solutions / opportunities

- Links to support; in person, online and telephone contact information. (For example Sky & Lochalsh Young Carers).
- Clear information on if Carer’s support allowances etc. can be claimed or even backdated.
- Help on how to articulate her Dad’s needs to a new carer, ways to find out what is agitating him and what his coping mechanisms are. Also being assured there will be continued communication with any new carers.
- Clear information for her rights and support especially from school, to help her through her last year.



PATIENT: Information seeking

Mikołaj

“My daughter has helped me so much, I now need to help her feel happy and excited to move away.”

Independence



Familiarity with NHSH Services



- 49 years old. Lived in Scotland for 14 years.
- Was a fisherman before sight worsened, now receives Personal Independence Payment.
- Is registered blind and has Autism Spectrum Disorder.
- First language is Polish, speaks basic English.

⚠ Reason for engaging

Looking for in home Carer support for himself.

When I: Am worried about my support changing.

I Want/Need To: Know who will visit me and when.

So I Can: Tell my daughter I am okay and comfortable.

📍 Location

Uig, Skye.

His needs are complex and he lives remotely- expertise might be hard to find.

High Friction.

📶 Connectivity

Isolated. Talks to people, would make phone calls, struggles with broad accents.

High Friction.

Needs

- To have someone for company and support that he gets along with.
- To have someone who understands his language barrier as well as other needs.
- To get advice on how to support his daughter with her life change.
- To be able to make informed decisions about any support groups he might be suggested to attend.
- To feel in control of his own life and that he is still caring for his daughter.

Blockers & Pain points

- Not knowing where to start with asking for help.
- Feeling agitated if a process or situation does not go as planned.
- Not having a lot of money to pay for someone privately.
- Being particular about who he would spend time with or like as support.
- Relying on his daughter for translation and to read web content out for him.
- Not yet having a strong support network in the community.

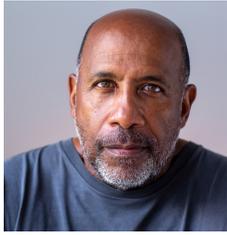
Concerns

High level of concern, does not like the idea of his daughter worrying about him.

- **Avoidance tendency** - low, wants to get stability in place again.
- **Embarrassment levels** - high, doesn't like feeling dependant.
- **Fear level** - high, pessimistic about finding support that suits him.

Potential solutions / opportunities

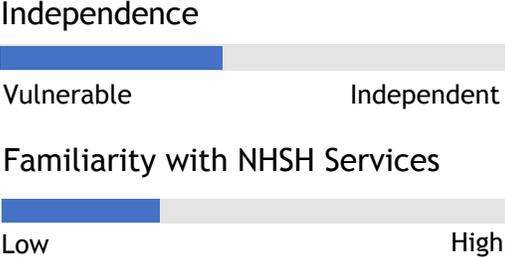
- A website that is designed with visually impaired accessibility in mind.
- The website can translated and be read aloud.
- Audio links with support in Polish.
- Website written in plain English to help with his language barrier but also to help with his Autism.
- Phone numbers for support services are clearly signposted on the website.



CARER: Information seeking

Ngoni

“Living far from my Dad is stressful. I need to arrange local support for him and maybe even a care home.”



- 63 years old. Father is 87 and lives alone.
- Worked in hospitality around Scotland for 40 years.
- Lives in Aberdeen, remotely trying to help his Dad in Aviemore.
- Financially still has to work and doesn't have a local family support network.

Reason for engaging

Support & advice for his 87 year old father (based in Aviemore) who is struggling to live independently with dementia.

When I: Can't help my Dad's worsening dementia.

I Want/Need To: Find what is available near him.

So I Can: Know he isn't alone and feel more at ease.

Location

Out of health board (in Aberdeen) → Father in Aviemore.

High Friction.

Connectivity

Hasn't set up personal broadband connection, uses local library computers.

High Friction.

Needs

- To see what services are available in his Dad's area- day centres, carers to come and visit, care homes?
- To see if there are local events or occasions for families and patients with dementia- to attend to gain an knowledge of the community.
- To know who he himself can speak to about worries and fears.
- To know what he can advise his Dad on improving day to day life.

Blockers & Pain points

- Not having the flexibility and spontaneity of his own access to the internet.
- Being time pressured - due to long hours of work and needing to go to the library for internet and computer.
- Not living in the area/health board.
- Not having experience of dementia and the needs of his Dad.
- Not being able to visit a lot, has to plan far in advance

Concerns

- **High level of concern**, doesn't feel he can postpone finding support.
- **Avoidance tendency** - low, situation has gotten to a point of urgency.
- **Embarrassment levels** - medium, wants to do his best for his Dad but feels guilty for not being there himself.
- **Fear level** - high, worries about his Dad not being checked on regularly and something bad happening.

Potential solutions / opportunities

- The website loads quickly.
- The website works on older browsers as he's using a public computer.
- Phone numbers or contact details for people he can talk to in the area.
- Advice - like tips on how to manage better- he can print off and give to his Dad to read.



CARER: Information seeking

Kelly

“She might not admit it, but my Mum really needs physical and mental support to attend her appointments.”

Independence



Familiarity with NHS Services



- 39 years old.
- Works as a support teacher at a primary school.
- Has to take one day a week off to take her Mum to appointment.
- Lives with husband and 6 year old child.

⚠ Reason for engaging

Mother starting rounds of chemotherapy.

When I: Need to support my mother at her appointment.

I Want/Need To: To know what to expect from the visit.

So I Can: Feel confident and keep her calm.

📍 Location

Mull → Beatson Oncology Centre, Glasgow
135 miles, 4hrs 25 drive. Once a week for 9 months.

High Friction.

📶 Connectivity

Low speed broadband and 3G. iPhone, iPad and laptop. Mainly accessing at home.

Low Friction.

Needs

- To know what to expect in terms of Covid regulations.
- To know where she can wait and get food/drink during the appointment.
- To get a chance to speak to nurses/doctors if her Mum doesn't take in the information fully.
- To be aware of how long they might need to wait.
- To know how to prepare and support Mum, diet and medication etc.

Blockers & Pain points

- The time and regularity of the travelling to appointments - will get very tiring.
- Not getting enough communication ahead of time.
- Never having been through this before - does not know what is normal with side effects or treatment or waiting times - nothing to compare to.
- Has already been through a long diagnosis process with her Mum - feeling drained.

Concerns

High level of concern, for her Mum's health, for her finances, for planning her life around the trips.

- **Avoidance tendency** - medium, sometimes wishes someone else helped her and could take turns.
- **Embarrassment levels** - medium, wishes she didn't resent the time and effort for her Mum.
- **Fear level** - high, what if her Mum gets very upset or gets an infection?

Potential solutions / opportunities

- Website with time/date stamped Covid regulations/information so she knows what still applies.
- Videos explaining the processes and what to expect that she can watch with her Mum and discuss points of concern.
- A brochure for people who have no supporting devices or internet facilities at home so she can print this and give it to her Mum to read.
- Clear links to Maggie's Highland's group Zoom meetings, so they can attend and ask questions that come up.



PATIENT: Information seeking

John

“Retiring to Skye has always been a goal; everything else is settled, a GP is the final piece of planning.”

Independence



Familiarity with NHS Services



- 68 years old.
- Moving with his wife to Skye for retirement.
- Two children living in England.
- Has existing blood pressure issues to manage and keep an eye on.

⚠ Reason for engaging

New to the area. Needing a GP.

When I: Settle in my new area for retirement.

I Want/Need To: Find and register with a new GP.

So I Can: Get the medication and support I need.

📍 Location

Broadford, Skye & Lochalsh.

Medium Friction.

📶 Connectivity

Broadband and 4G. iPad. Basic Googling skills.

Medium Friction.

Needs

- To find a GP.
- To have an easy web experience.
- To feel happy with his choice of GP (if a choice is available).
- To know public transport routes to the practice.
- To know how to register, if he has to go in person or call at a specific time etc.
- To know he will have a point of call as he gets older and conditions maybe worsen.

Blockers & Pain points

- Not having the patience/technical ability to search the internet or a website for his relevant GP.
- GPs being over subscribed and not welcoming new patients.
- Wanting to be at the same practice as his wife.
- Being new to the area so not being clear on practice boundaries - especially if they are articulated without a map.
- Time - running out of medication supplied by previous GP.

Concerns

High level of concern, needs to get it sorted quickly to get his medications when they run out.

- **Avoidance tendency** - low, needs to have a GP because of age and existing health issues.
- **Embarrassment levels** - low, happy to just get it sorted.
- **Fear level** - low, not scared of making contact or going to appointments.

Potential solutions / opportunities

- An easy to use near-me function.
- A find GP function that is based on practice boundary/area rather than proximity - clear maps showing practice boundaries.
- A website that loads quickly.
- The ability to search a website rather than try and find information by clicking.
- Instructions with what to do if all close GP's are full.
- Information on alternative ways to obtain his medication (if available).



PARENT: Information emergency

Emily

“I'm an anxious first time Mum. I constantly worry if I am doing right thing for my baby.”

Independence



Familiarity with NHS Services



- Personal Information.
- 32 years old.
- Lives in Bettyhill with her Husband and Baby.
- No family support, nearest Family is in Aberdeen.

⚠ Reason for engaging

6-month-old baby who is wheezing.

When I: Am worried my baby is unwell.

I Want/Need To: Get a diagnosis for my baby.

So I Can: Get help quickly.

📍 Location

Bettyhill → Caithness General Wick.
(Emergency level dependant), 1h 12mins.

Medium/High Friction.

📶 Connectivity

Broadband and 4G. iPhone and laptop.
Confident user.

Low Friction.

Needs

- To understand if this is an emergency.
- To seek advice on how to proceed next next, while being on hold to 111.
- How to comfort the baby now.
- What to prepare for if having to drive a long distance - baby food, buggy, blankets, nappies etc.
- Needs to let her husband know what is going on.
- Needs reassurance and comfort from a professional.

Blockers & Pain points

- Is panicked and needs information quickly.
- Is tired and not thinking straight after a sleepless night.
- Trying to juggle calling/finding advice while also comforting an upset baby.
- Is not sure if she is overreacting or not.
- Does not want to drive a long distance with her baby in the car seat if he is struggling to breath (it's not a good position for a baby with breathing difficulties).

Concerns

Extremely high level of concern, the responsibility of her baby's life is her only priority.

- **Avoidance tendency** - Low, is aware how quickly a baby needs attention in an emergency.
- **Embarrassment levels** - Medium, is embarrassed if this turns out to be nothing and has made a fuss.
- **Fear level** - Extremely high, the worst could happen and it is scary beyond comprehension.

Potential solutions / opportunities

- Rapidly obtain information she can trust in terms of what to do next e.g. when to go to A&E or call 111/999.
- Does not want to spend long on the website. Is only on website until she can speak to a professional.
- Phone call with a midwife to evaluate baby's condition.
- Nearest doctor to visit the home to see the baby.
- Links to post-natal support, mental health advice and support groups.



PARENT: Information seeking

Ryan

“My Son has been complaining about chest pains, but is very busy in school so doesn’t want to do anything about it. I’m worried about him.”

Independence



Familiarity with NHS Services



- 40 years old.
- Lives in Wick with his Wife, Daughter (12) and Son (16).
- Works as a Gas Engineer. Has to sometimes drive far from home to remote areas.

⚠ Reason for engaging

Parent, Son requiring an ECG

When I: Need to get my Son’s chest pains checked.

I Want/Need To: To have a doctor check my Son over.

So I Can: Get a diagnosis or treatment for him.

📍 Location

Wick → Dunbar Hospital, Thurso.

Low Friction. Work Van, 29 min drive.

📶 Connectivity

Low speed broadband and 3G. Android phone, and laptop. Confident user, often drives through out of service areas.

Low Friction.

Needs

- To get advice from a professional about his Son’s symptoms.
- To know what to look for if this becomes an emergency.
- To keep an eye on his Son and make sure he’s not out of the house for long periods of time.
- To try and keep the stress levels down in the house and help his Son as much as he can.
- School Nurse to be aware of the issue.

Blockers & Pain points

- Is working really long days and at all hours of the day and night - is often called out on urgent jobs.
- Can sometimes be on a job a few hours drive away.
- His wife works at the Wick High School (where his Son goes) but has no car.
- His Son doesn’t speak up and is worried he is playing it down.
- Cannot control the stress of the upcoming exams and wants to help but doesn’t know how.

Concerns

High level of concern, will drop everything at a moments notice to help his Son.

- **Avoidance tendency** - Low, is aware his Sons avoidance but is hyperaware of the potential issue that could arise.
- **Embarrassment levels** - Medium, doesn’t want to embarrass his Son by making a fuss unnecessarily.
- **Fear level** - High, his Son is his top priority.

Potential solutions / opportunities

- Quick online guidance on where an ECG would take place for a minor and what that would be like.
- Teenager appropriate content on managing stress, having an ECG or any other relevant advisory material.
- Phone call with local GP to discuss what to look for if this becomes an urgent matter.
- Book his Son a GP appointment “just to get it double checked. Better safe than sorry”.
- Clear content on his Son’s rights to engage/disengage as he is 16 - advice on how to guide his Son should this be an issue.



PATIENT: Before treatment

Scott

“Any free weekend I have, I go mountain biking, I am a bit of an adrenaline junky.”

Independence



Familiarity with NHS Services



- 47 years old.
- Works as a teacher and lives in Glasgow.
- Loves to go on weekends or holiday's in the Highlands.
- Enjoys outdoor activities like mountain biking and hill walking.
- Has a family but goes mountain biking solo.

⚠ Reason for engaging

Suspected sprained wrist

When I: Am concerned I have sprained my wrist.

I Want/Need To: Know where to go for help.

So I Can: Get a diagnosis, treatment and pain relief.

📍 Location

Learnie Red Rocks → Inverness A&E.
(If needed)

Get back to car, 35 min drive with sore wrist.

Medium friction.

📶 Connectivity

Patchy 4G. iPhone. Confident user.

Medium Friction.

Needs

- To know rough pointers or tests to assess how serious the injury is.
- To know what to do to manage pain and avoid more damage before getting help.
- To know when to go somewhere for help and when to heal at home.
- To quickly find out where the best place to go for help is.
- To know waiting times.
- To know opening hours, where to park and which entrance to use.

Blockers & Pain points

- Being a tourist in the area.
- Being on his own.
- Having to find the information whilst in pain and potentially cold, hungry or in bad weather.
- Will potentially want to “tough it out” and so might only seek help when pain or damage becomes extreme.
- Not wanting to go to A&E if it is just a sprain- doesn't want to feel stupid.

Concerns

Low level of concern, will wait for it to heal on it's own if possible.

- **Avoidance tendency** - high, will only want to seek help if pain level is high.
- **Embarrassment levels** - high, an experienced rider would not like falling off.
- **Fear level** - low, not a life threatening injury and adept with being solo.

Potential solutions / opportunities

- Fast loading website - even on a 4G connection.
- Clear information that is easy to access.
- Step by step instructions of how to care for himself before getting to the relevant point of care.
- Links to local pharmacy or other appropriate alternatives if A&E is not necessary.
- Clear information about the right point of care to set and manage expectations - example, opening times, waiting times, parking, etc.



PATIENT: Before treatment

Kyle

“This is a big inconvenience for me. I thought I would never be affected by STDs, it’s embarrassing!”

Independence



Familiarity with NHS Services



- 24 years old.
- Studies sound production at UHI North Highland Aleness Campus.
- Lives at home with mum, dad and younger brother. Wants to move out soon so is saving up. Can drive the family car.
- Likes to go out to the pub with mates to meet people.

⚠ Reason for engaging

Seeking sexual health information.

When I: Am told by a sexual partner they are infected.

I Want/Need To: Be able to test for STDs.

So I Can: Seek treatment and tell partners the results.

📍 Location

Dingwall → Inverness Clinic

Has good internet, but does want to keep it a secret from his family.

Medium Friction.

📶 Connectivity

High speed broadband and 4G. iPhone and Laptop. Mainly accessing at home.

Low Friction.

Needs

- To feel confident in the confidentiality of the system.
- To clearly know what he needs to go to a clinic for and what he can test for himself at home.
- To know that home testing kits will arrive in the mail inconspicuously - or he has the ability to pick up himself.
- To understand his results and next steps if positive.
- To be clearer on how to prevent.

Blockers & Pain points

- Living with his parents and wanting to keep this private.
- Living in a town without a clinic so having to get a bus or drive to the nearest one.
- Feeling embarrassed so wanting to limit contact with people.
- Having a low understanding of prevention, risks and the process of testing/ getting tested.
- Having multiple partners over the last 3 months, so potential knock on effects.

Concerns

Low level of concern, has low knowledge and doesn't think he will be affected.

- **Avoidance tendency** - high, only testing and making contact because of immediate risk.
- **Embarrassment levels** - high, sensitive issue, because of social stigma.
- **Fear level** - medium, really does not want a positive result.

Potential solutions / opportunities

- Have informational content written in an approachable and clear but not condescending way.
- Ensure content does not perpetuate stereotypes or shame.
- Be clear with steps he can take and what the process will be with either self-testing or going to a clinic.
- Have disclaimers and reminders to tell partners if there is a positive result. Reinforce and explain why this is the right thing to do.



PATIENT: Before treatment

Fergus

“I’m happy to be getting on and making do... The last thing I want is to be a bother!”

Independence



Familiarity with NHS Services



- 75 years old.
- Widower, lives alone in Nairn. 15.9 miles from Inverness.
- Relies on public transport (doesn't feel it is safe to drive anymore).
- Has remote support from his children (London and Glasgow).

⚠ Reason for engaging

Joint replacement and overnight stay.

When I: Need to come into hospital for the night.

I Want/Need To: Know what to pack and where to go.

So I Can: Be as prepared and independent as possible.

📍 Location

Nairn → Inverness (Raigmore).

2 buses, 53mins.

Medium Friction.

📶 Connectivity

Low speed broadband and 4G. iPad & iPhone. Confident with basic use, especially on larger screen.

Low Friction.

Needs

- To understand the before, during and after process of the surgery.
- To know what he can do before and after surgery to shorten his healing process and be fully mobile again - for example exercises.
- To know where to go on the day of the operation.
- To know what to pack for the hospital.
- Tips on how to prepare for discharge; freezer meals, suitable chairs etc.

Blockers & Pain points

- Travelling independently.
- Doesn't have someone to pick him up after the surgery.
- Needs to prepare his house pre-surgery so that he can cope by himself through healing process-reach things easily etc.
- The healing process can take a year and so he will need support from nurse specialists and physiotherapists.
- Will need a clear schedule of check ups so he can plan his travel into Inverness.

Concerns

Low level of concern, as not a high risk situation and will be as prepared as possible.

- **Avoidance tendency** - likely to avoid, just getting on with life.
- **Embarrassment levels** - likely to be embarrassed, doesn't want to cause a fuss.
- **Fear level** - High level of fear for being alone before, during and especially after the surgery.

Potential solutions / opportunities

- Clear and easy to access pre and post op information.
- Easy to share and send to family living at a distance.
- Travel price subsidisation and clear information about how to access this.
- Home visits during aftercare time to check healing and mobility.
- Kind and welcoming tone of voice on website and printed materials - so he feels like less of a burden.
- Make it clear that a specialist nurse service is available for after joint surgery and make sure he has their contact details.



PATIENT: During treatment

Sarah

“I have been ill for a while, I am used to hospitals, but they still scare me and this is a big new step.”

Independence



Familiarity with NHS Services



- 27 years old.
- Lives 15 mins from Mum and Dad.
- Works as a remote and in-person Maths tutor from her home.
- Can fit her work around her energy levels, illness and appointment times.

⚠ Reason for engaging

Preparing for a dialysis appointment.

When I: Am scheduled for my first dialysis appointment.

I Want/Need To: To know what to expect.

So I Can: Feel supported and prepared.

📍 Location

Mallaig → Broadford Hospital, Skye
Has to travel over an hour, including a ferry, 3 times a week.

High Friction.

📶 Connectivity

Broadband and 4G. iPhone and laptop.
Mainly accessing at home.

Low Friction.

Needs

- To know her dialysis options; frequency, at home, type of dialysis?
- To know location specific information - food, shops for during the appointment.
- Where to go and park, charges for parking.
- Information on internet access within the building.
- What to pack and bring for appointment.
- Communication and support from other people in her situation.

Blockers & Pain points

- Fear and concern effecting her decisions and ability to retain information.
- Feeling isolated in her peer group.
- Not knowing what diet is needed.
- Unsure whether she can have a person waiting beside her during the time.
- Taking the time away from work.
- Feeling tired after the treatment - does someone have to drive her home?

Concerns

High level of concern, does not know what to expect or how she will feel.

- **Avoidance tendency** - low, knows it will improve her quality of life.
- **Embarrassment levels** - high-wishes she wasn't ill at such a young age.
- **Fear level** - high - doesn't like going to hospitals.

Potential solutions / opportunities

- Clear and easy to access procedure information.
- Easy to share with her family so she can keep them informed and ease their fears.
- Travel price subsidisation and clear information about how to access this.
- Online or telephone consultations, results updates, or appointments where possible to limit travel.
- Links to support, online and in person. Potentially peer groups or Facebook groups etc.



PATIENT: During treatment

Kevin

“Not only is getting an MRI scary but it is also stressful organising and travelling to my appointment.”

Independence



Familiarity with NHS Services



- 42 years old.
- Works as a coordinator for a transport company.
- Lives with his husband, has a car they both drive.
- Is nervous and wants reputable sources to inform and support him.

⚠ Reason for engaging

Referred for an MRI.

When I: Get referred for an MRI scan.

I Want/Need To: Know the appointment time and details.

So I Can: Prepare time off work and travel arrangements.

📍 Location

Campbeltown → Inverness Raigmore
5 hour drive so will need to take at least two days off work.

High Friction.

📶 Connectivity

Broadband and 3G. Android phone, and laptop. Mainly accessing at home.

Low Friction.

Needs

- To understand the before, during and after process of the MRI.
- To feel confident they understand why they are getting this scan.
- To know where to attend and when.
- To know who to talk to about fears and stress regarding the scan or the treatment process as a whole.
- To feel the sources of his information are trust-worthy-likes to see the NHS logo.

Blockers & Pain Points

- Living so far away from the MRI machine.
- Fear of results.
- Not knowing the specific process of his MRI and what recovery process there might be.
- Worries about claustrophobia and whether a sedative will be needed or just other methods to stay calm.
- Fear of radiation due to low knowledge of the scan.
- Amount of money needed to travel and stay over night.

Concerns

High level of concern, the results might come back positive or negative.

- **Avoidance tendency** - low, appointment has been made.
- **Embarrassment levels** - low, happy to learn as much as possible.
- **Fear level** - high, this is a new experience with lots of unknowns.

Potential solutions / opportunities

- Clear step by step process of what to expect - maybe even a video case study.
- Appointment time made clear in advance so he has time for planning.
- Content written in a reassuring way to not enhance any fears.
- A frequently asked questions area.
- Travel/ accommodation price subsidisation and clear information about how to access this.



PATIENT: During treatment

Susan

“Over the last 10 years my joints have become more painful and weak. I am getting tired of the burden.”

Independence



Familiarity with NHS Services



- 55 years old. Lives with 59 year old husband.
- Works as a manager in retail in Oban.
- Has three children; one on Mull, one in Spain, one in Glasgow.
- Was a very active and exercise focused person in her spare time, feels she has lost this.

⚠ Reason for engaging

Needing support for long term condition; Arthritis.

When I: Am struggling to happily live with my condition.

I Want/Need To: Ways to improve my standard of living.

So I Can: Mentally and physically feel stronger.

📍 Location

Oban

Able to access online.

Low friction.

📶 Connectivity

Broadband and 4G. Android phone, and laptop. Mainly accessing at home.

Low Friction.

Needs

- To keep active - to know that there is still plenty she can do.
- To maintain a healthy weight.
- To manage pain at home.
- To be able to keep working.
- To know about community exercise groups and where they are.
- To know about mental health support options in her area.

Blockers & Pain points

- Having low motivation, things have been bad for a while.
- Still has a high level of mobility, being able to work, exercise and be independent - so doesn't feel an urgent need for assistance or change.
- But still has a hard combination of physical and mental strain.
- Needing local exercise groups, unable/doesn't want to travel.

Concerns

Medium level of concern, sucked into routine living, needs something to inspire and lift her motivation.

- **Avoidance tendency** - medium, low mental energy effecting physical motivation.
- **Embarrassment levels** - high, feels like she has lost an aspect of herself she loved.
- **Fear level** - high, “What if I just keep getting worse and more miserable”.

Potential solutions / opportunities

- Clear links to local community support and campaigns like Oban Living Well; making sure things are not Inverness focused.
- Online or in-person mental health/therapy support - conventional or alternative options like art therapy.
- Clear guidance on how to improve diet for joints, bones, weight and mental health.



PATIENT: After treatment

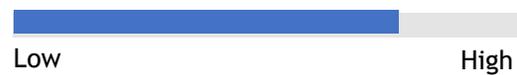
Betty

“I just want to thank all the staff for their time, care and support in getting me back to my own home.”

Independence



Familiarity with NHS Services



- 84 years old.
- Husband is in a Care Home, lives alone. Carer comes in twice a week to chat, batch cook and clean the house.
- Very immobile, does not leave the house on her own.
- Has children (in America) who could access the website.

Reason for engaging

Wants to give positive feedback and thanks.

When I: Am really happy with how I was cared for.

I Want/Need To: Tell the staff and prospective patients.

So I Can: Make sure the staff feel appreciated.

Location

Spean Bridge

High Friction.

Connectivity

Hasn't engaged with the internet, uses her landline to call carer, family and friends. Would appreciate letters from the GP etc.

High Friction.

Needs

- To stay connected with people.
- To give thanks to, GP, nurses, and doctors.
- To have responsive care when she needs something again in the future.
- For her family/friends to know the website exists, so they can relay information to her.
- To have written or verbal confirmation from GP/doctor/nurses/carers that they got her thanks and feedback.

Blockers & Pain points

- Being technologically isolated.
- Hard communication between, carer, GP, pharmacy.
- Different carers, not same person every week.
- Doesn't know that the NHS Highland website could be a way to let her positive comments be seen by the public.

Concerns

High level of concern, is not sure the best way to get the feedback to everyone who treated her - and let other people know about her positive experience too.

- **Avoidance tendency** - low, has time and desire to give feedback.
- **Embarrassment levels** - low, thinks it is an important and nice thing to do.
- **Fear level** - low, feeling healthier and therefore much more positive.

Potential solutions / opportunities

- The website is not something she will directly use.
- Tell her that written or verbal feedback that she wants to share can go on the website.
- One-to-one interactions/telephone contact is the best way to reach/communicate with her.
- The website is highly visible in search results so her family are aware of the information available on it.
- Have local content, including isolation charity initiatives etc. on the website for her family to suggest to her.