




## Primary User #1

Persona	Leading the project team to implement new software
Photo:	
Fictional Name:	Hannah Lam
Job Title/major responsibilities:	A Business Systems Analyst at Blue Cross Blue Shield of Michigan
Demographics:	<ul style="list-style-type: none"><li>• 33 years old</li><li>• Engaged</li><li>• Aunt to one nephew</li><li>• Has a master's degree in business analytics</li><li>• Lives in Dearborn, MI</li></ul>
Behavior & Goals:	<p>She is an able leader who makes a concerted effort to listen to her team. She also tends to be a perfectionist who expects the same from her co-workers.</p> <ul style="list-style-type: none"><li>• To efficiently implement projects</li><li>• Reduce frustration during go-live</li><li>• Land her team bigger projects</li></ul>
Quote:	"A happy team makes for happy work."

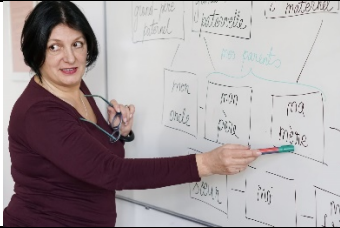
## Primary User #2

Persona	Leads the patient safety committee
Photo:	
Fictional Name:	Roger McCabe, MD
Job Title/major responsibilities:	An orthopedic surgeon at a level III trauma center
Demographics:	<ul style="list-style-type: none"><li>• 61 years old</li><li>• Married</li><li>• 3 children and 1 grandchild</li><li>• Lives in Charlotte, TN</li></ul>
Behavior & Goals:	<p>He is a physician with over 30 years of experience. Passionate about providing great patient care and is sometimes worried about the amount of AI in mainstream healthcare. Patients remark that he has incredible “bed-side manner.”</p> <ul style="list-style-type: none"><li>• To improve the patient experience</li><li>• Provide safe and efficient care</li><li>• Implement effective patient safety programs</li></ul>
Quote:	“The patient is at the center of all we do.”

## Secondary User #1

Persona	A sophomore in Michigan Tech's computer science program
Photo:	
Fictional Name:	Tyler Holt
Job Title/major responsibilities:	A full-time student
Demographics:	<ul style="list-style-type: none"><li>• 20 years old</li><li>• Single</li><li>• Enjoys board games and golf</li><li>• From Alberta, Canada</li></ul>
Behavior & Goals:	<p>He is a full-time student at Michigan Tech who works hard but can't help an occasional "all-nighter" to finish an assignment. Although he is from Canada and going to school at Tech he hates the cold and snow.</p> <ul style="list-style-type: none"><li>• To finish the semester</li><li>• Land an internship at big tech company</li><li>• Patent his idea for smart-bike technology</li></ul>
Quote:	"Tenacity." /s

## Secondary User #2

Persona	A community member who gives her time volunteering
Photo:	
Fictional Name:	Mary Johnson
Job Title/major responsibilities:	Volunteer at Little Brothers Big Sisters Friends of the Elderly
Demographics:	<ul style="list-style-type: none"> <li>• 52 years old</li> <li>• Divorced</li> <li>• Enjoys reading and taking pictures</li> <li>• From Houghton, MI</li> </ul>
Behavior & Goals:	<p>She likes to go to the local library and learn how to use adobe photoshop. Although not an early technology adopter she has tried to embrace the smartphone. Although sweet, she can be easily frustrated.</p> <ul style="list-style-type: none"> <li>• To complete her beginner photoshop course</li> <li>• Help support older adults during this pandemic</li> <li>• Complete her book club's "Must Read List" for 2021</li> </ul>
Quote:	"How do I make a new layer?"