



PERSONA AND JOURNEY MAP

Jessie

JESSIE'S JOURNEY WITH CMS POW

OCCUPATION

Office Admin at a private practice OB/GYN with 2 doctors, for 5 years.

QUOTE

Personality and Interests:

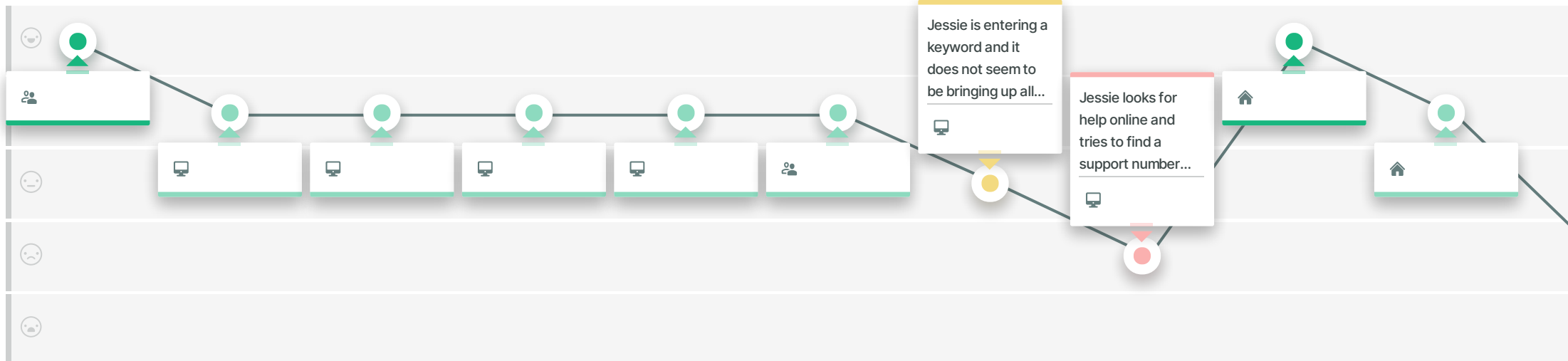
Tech Savvy, Active on social media, uses cell phone for various personal tasks and has an organized professional calendar. Efficient, Expects things to work smooth and Informed about current events, likes

DESCRIPTION

Goals

To focus on her admin duties at the office and be efficient with assigned duties
Come in early and leave on time

Motivations



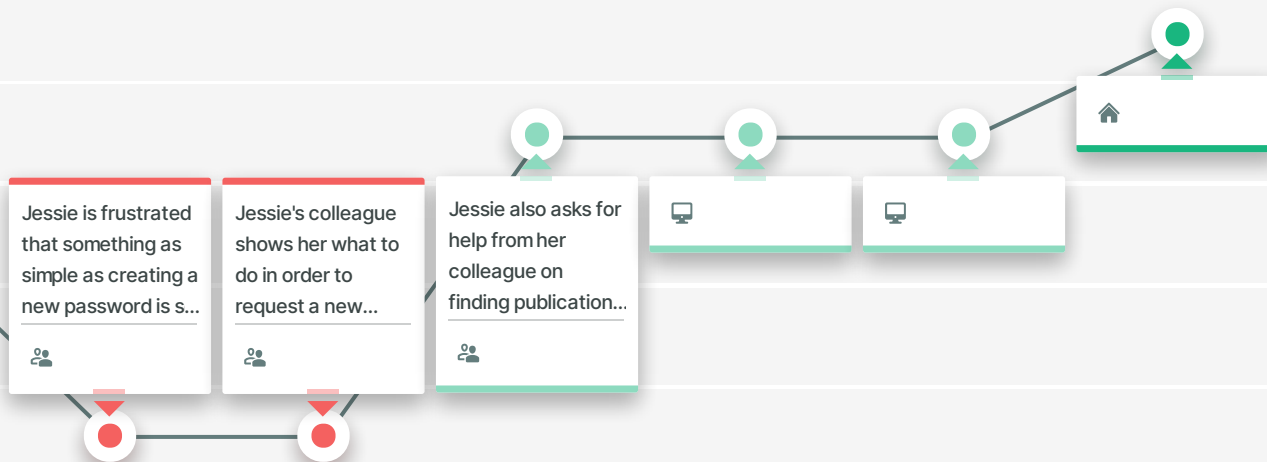
Jessie is entering a keyword and it does not seem to be bringing up all...

Jessie looks for help online and tries to find a support number...

Day to day fi

Using the CMS Product Ordering System





Back to fro