

ZentriPulse

AI-Powered Patient Insights Dashboard – User Personas

Understanding Our Users

ZentriPulse serves two primary user groups within the remote cardiac monitoring ecosystem. These personas represent the real needs, goals, and challenges of the healthcare professionals who will rely on this platform to deliver better patient outcomes.

Each persona is grounded in the workflows, pain points, and decision-making contexts outlined in the project brief, ensuring our design solutions address genuine clinical needs.



Primary User

Dr. Sarah Chen
Interventional Cardiologist

🔍 42 years old 📍 Boston, MA 🏢 15 years in cardiology

"I need to make critical decisions quickly, but I also need to trust the data I'm seeing. Alert fatigue is real—I can't afford to miss the signals that matter."

Background

Dr. Chen manages a caseload of 85+ remote cardiac monitoring patients while balancing in-clinic consultations and interventional procedures. She reviews patient data during brief windows between appointments and needs tools that surface actionable insights immediately.

Goals

-  Quickly identify which patients need immediate attention
-  Understand the reasoning behind AI-generated risk scores
-  Reduce time spent sifting through raw biometric data
-  Make confident, data-informed care decisions
-  Maintain clinical documentation for compliance

Needs

-  Clear, prioritized patient list sorted by meaningful risk
-  Transparent explanation of how risk scores are calculated
-  Visual trend analysis that highlights deviations from baseline
-  Quick access to alert history and resolution status
-  Mobile-friendly interface for on-the-go reviews

Pain Points & Challenges

-  Receives 50-100+ alerts daily, many low-priority
-  Struggles to differentiate true risk from data noise
-  Limited time to review individual patient charts in detail
-  Uncertainty about AI system reliability and transparency
-  Context-switching between multiple disconnected platforms

Work Environment

Reviews dashboard 3-4 times daily: morning rounds, midday check-in, end-of-day review, and occasional after-hours alerts

Technology Proficiency

High - comfortable with EHR systems, clinical software, and data visualization tools

In Their Own Words

- "I've missed critical events because they were buried in noise"*
- "I don't have time to investigate every alert—I need the system to do that work for me"*
- "When AI suggests something, I need to know why before I can act on it"*



Secondary User

Marcus Johnson, RN BSN
Remote Patient Care Coordinator

🔍 34 years old 📍 Chicago, IL 🏢 8 years in cardiac care coordination

"My job is to be proactive—reach out before things escalate. But I need to know who to call first and what to say when I do."

Background

Marcus coordinates care for 120+ patients across multiple cardiologists. He conducts daily patient outreach, schedules follow-ups, documents interventions, and serves as the first line of contact for flagged cases. He collaborates closely with physicians to ensure high-risk patients receive timely attention.

Goals

-  Identify patients flagged for outreach
-  Track which patients have been contacted and when
-  Document patient conversations and interventions
-  Escalate cases to physicians when needed
-  Monitor follow-up completion rates

Needs

-  Dashboard view filtered by outreach priority
-  Ability to mark patients as 'contacted' with timestamp and notes
-  Visibility into escalation criteria and thresholds
-  Team collaboration features (assigned staff, task status)
-  Simple, structured documentation templates

Pain Points & Challenges

-  Unclear which patients to prioritize when multiple flags appear
-  No central view of outreach history across team members
-  Re-work due to inconsistent documentation practices
-  Difficulty knowing when to escalate vs. monitor
-  Patients slip through the cracks during handoffs

Work Environment

Works 8-5 shift with structured outreach blocks. Monitors dashboard continuously throughout the day with periodic deep-dive reviews.

Technology Proficiency

Moderate - proficient with patient management systems, comfortable learning new tools if intuitive

In Their Own Words

- "I spend too much time hunting for information that should be in one place"*
- "When I call a patient, I need context fast—what's changed and why does it matter?"*
- "If someone else already called this patient, I should know that before I dial"*