

USER PERSONAS

PRESENTATION



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THE UNINSURED



NAME	Sara
AGE	52
LOCATION	California
OCCUPATION	Waitress
MARITAL STATUS	Divorced
KIDS	No
ANNUAL INCOME	\$28,000

INTERESTS	Family, getting by, simple pleasures, perhaps local community events.
CHALLENGES	<ul style="list-style-type: none"> • Financial: Making ends meet, lack of health insurance, unexpected dental costs are devastating. • Customer Service: Dealing with difficult customers all day.
STEPS TAKES TO FIX THAT	Seeks affordable treatment, may delay until it's unbearable. Wants clear pricing upfront, reassurance it's reputable.
GOALS	<ul style="list-style-type: none"> • Get needed dental work done without going into debt. • Improve oral health, maybe appearance as budget allows.
MOTIVATION	Primarily driven by need and cost-saving.
FRUSTRATION	US system is too expensive, feels left behind. May be wary of 'too good to be true' offers.
SOURCES OF INFO	Relies heavily on word-of-mouth from trusted people (friends, family, maybe local community figures). Some social media use, but likely for personal connection, not in-depth research.
ADDITIONAL.	Likely to be skeptical, needs a lot of hand-holding to feel secure in the process. Building trust is paramount.

ARAB COMMUNITY



NAME	Mohamed
AGE	45
LOCATION	California
OCCUPATION	Senior Software Engineer, mid-sized tech company
MARITAL STATUS	Married
KIDS	3
ANNUAL INCOME	\$90,000

INTERESTS	Family, maintaining cultural ties, Arabic news/events, faith	MOTIVATION	Blend of practicality (cost, quality) with cultural connection.
CHALLENGES	Balancing demanding job with family obligations. Project management, team collaboration are key stressors.	FRUSTRATION	US healthcare system may feel impersonal, communication barriers are a concern
STEPS TAKES TO FIX THAT	<ul style="list-style-type: none">Seeks treatment that aligns with his values. Wants Arabic language support, may prioritize doctors who share his background.	SOURCES OF INFO	Arabic websites/forums, community members, perhaps professional associations.
GOALS	<ul style="list-style-type: none">High-quality dental care at a good price.Combine treatment with visiting family in Egypt.	ADDITIONAL.	Tech-savvy, but might not trust online reviews as much as personal recommendations. Building rapport is key.

USER PERSONA 3



NAME	Jennifer
AGE	40
LOCATION	Texas
OCCUPATION	Art Director

MARITAL STATUS	Married	INTERESTS	Travel, new experiences, aesthetics, design, perhaps wellness/self-care trends.
KIDS	No		
ANNUAL INCOME	\$70,000	CHALLENGES	Maintaining creative output, managing client expectations, staying on top of trends.
MOTIVATION	wants the best of both worlds (treatment + travel).		
FRUSTRATION	US dental costs are high, limited vacation time makes the most of it important	STEPS TAKES TO FIX THAT	Seeks a blend of quality treatment with a memorable trip. Open to new places, but wants a smooth, well-organized experience.
SOURCES OF INFO	Online travel reviews, design/travel blogs, perhaps recommendations from other "in-the-know" people.		
ADDITIONAL.	Visually oriented, appreciates good design and communication. Showing, not just telling, is key to appeal.	GOALS	<ul style="list-style-type: none"> • High-quality dental care at a lower price than the US. • Combine treatment with a vacation or cultural immersion.

THANK YOU

LET US KNOW IF YOU
HAVE ANY QUESTIONS