Sarah Thompson

age: **35**

residence: **Austin, TX**

education: **Bachelor's Degree in Business Administration**

occupation: **HR Manager**

marital status: **Married, two kids**

"I need quick and secure access to my medical records for both myself and my family, especially when juggling work and kids."

Sarah is a busy working mom who struggles with managing healthcare information for herself and her children. She often needs to download medical documents for school forms, insurance claims, or emergency situations but finds it frustrating to visit healthcare facilities in person or wait on hold with customer service.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

- Secure and instant access to personal and family medical records
- Ability to book appointments online and see provider reviews
- User-friendly mobile interface for managing healthcare

Needs

- A centralized app for all medical records and appointments
- Integration with insurance and school forms
- Easy provider search with reviews
-

Wants

- Notifications for upcoming appointments and required documents
- Family health tracking and reminders
- Chat support for quick queries

Values

- Efficiency and convenience
- Family well-being
- Digital security
-

Fears

- Delayed access to medical documents during emergencies
- Missing out on urgent health updates
- Compromised data security

James Carter

age: **50**

residence: **Chicago, IL**

education: **High School Diploma**

occupation: **Truck Driver**

marital status: **Divorced, one adult child**

"I'm always on the road, and finding a doctor or accessing my health records should be as easy as checking my GPS."
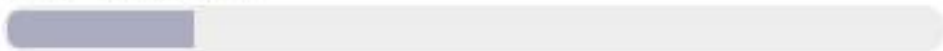
James spends most of his time traveling across the country for work. He has limited time to visit healthcare facilities and needs a convenient way to locate nearby medical centers when required. Managing his medical records and prescriptions remotely is crucial for him.
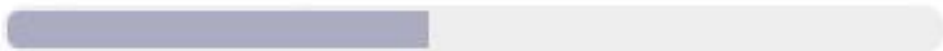
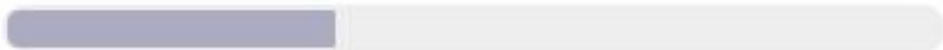## Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

A simple, GPS-based healthcare facility locator

Digital access to prescriptions and medical history

Minimal steps to retrieve information

Needs

- A mobile-friendly system for medical record retrieval
- Emergency contact and location services integration
- Prescription refill reminders
-

Wants

- Independence
- Health maintenance
- Minimal hassle

Values

- Qualities that he or she values
- High level planning is an example

Fears

- Being stranded in a new city with no healthcare options
- Losing access to important health documents
- Complicated systems that require multiple logins

MOBILITY LABS

Maria Gonzalez

age: **28**

residence: **Miami, FL**

education: **Master's Degree in Nursing**

occupation: **Registered Nurse**

marital status: **Single**

"I see patients struggle to access their records every day. We need a better system to make healthcare more accessible."

Maria is a healthcare provider who often encounters patients unable to retrieve their medical history quickly. She believes that an efficient, user-friendly app can improve patient care by reducing wait times and administrative burdens.

Comfort With Technology

INTERNET

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SOCIAL NETWORK

Criteria For Success:

A system that allows seamless access to patient records

Improved patient-provider communication tools

HIPAA-compliant security measures

Needs

- Quick access to patient history and past treatments
- Integration with hospital records
- Secure messaging with patients

Wants

- AI-driven symptom checker for patients
- Appointment scheduling with automated reminders
- Dashboard to track patient progress

Values

- Patient-centered care
- Innovation in healthcare
- Efficiency in medical administration

Fears

- Patients delaying care due to documentation issues
- Misdiagnoses due to missing medical records
- Data breaches affecting patient trust

MOBILITY LABS

David Liu

age: **72**
residence: **San Francisco, CA**
education: **Associate's Degree**
occupation: **Retired Engineer**
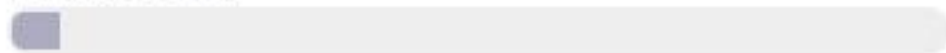marital status: **Widowed, two adult children**

"I want to stay independent, but managing my health records is confusing. There should be a simple way to handle everything."
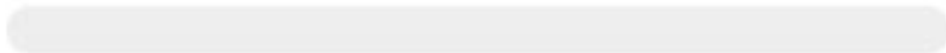
David is an elderly individual who wants to manage his healthcare independently without relying on his children. He needs a straightforward platform that helps him access his records, schedule doctor visits, and receive prescription reminders.
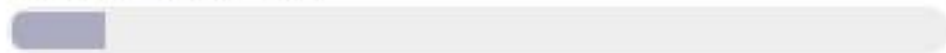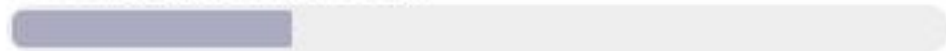
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Simple, large-text user interface
Assistance features like voice control and caregiver access
Automatic medication reminders

Needs

- Easy-to-use mobile app with minimal navigation
- One-touch access to medical history and appointments
- Emergency contacts readily available

Wants

- Voice-activated assistance
- Video consultations with doctors
- Health trend tracking for chronic conditions

Values

- Independence
- Clarity in health management
- Trust in digital tools
-

Fears

- Forgetting important medications or appointments
- Inability to access healthcare in an emergency
- Overcomplicated technology

MOBILITY LABS