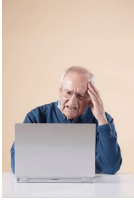


Health Metric Tracker - User Personas

Persona 1: John, the Retired Patient

Demographics:



Name: John Smith

Age: 72

Occupation: Retired

Income Level: Fixed income (Social Security, pension)

Location: Suburban neighborhood

Personality & Identifiers:

- Has been managing hypertension and type 2 diabetes for over 10 years.
- Sometimes forgets to log his blood pressure readings and medications.
- Prefers simple, large-text applications due to mild vision impairment.
- Relies on his daughter, Sarah, for help with technology.

Technology Comfort Level:

- Basic smartphone user, comfortable with calls, texts, and simple apps.
- Needs an intuitive UI with clear buttons and audio read-aloud support.

Pain Points:

- Difficulty remembering to log health metrics daily.
- Finds complex medical apps confusing.
- Wants an easy way to track trends in his blood pressure and glucose levels.

Goals & Motivations:

- Wants to stay healthy and avoid unnecessary doctor visits or hospitalizations.
- Needs reminders for medication and health tracking.
- Would like to generate reports for his doctor to review at appointments.

User Flow Example:

1. Receives a reminder notification to log his blood pressure.
2. Opens the app and inputs his BP reading.
3. Sees a simple graph showing his recent readings.
4. If an abnormal reading is detected, gets an alert suggesting next steps.

Persona 2: Sarah, the Caregiver

Demographics:



Name: Sarah Johnson

Age: 45

Occupation: Part-time healthcare worker & full-time caregiver for her father, John.

Income Level: Middle class (\$55,000/year)

Location: Lives 10 miles away from her father.

Personality & Identifiers:

- Balances her caregiving role with her job and personal life.
- Regularly checks on her father's health and needs an efficient way to do so.
- Wants an app that allows her to monitor her father's health remotely.

Technology Comfort Level:

- Comfortable with mobile apps, online tools, and data analysis.
- Prefers apps that integrate well with reminders and notifications.

Pain Points:

- Concerned about missing critical changes in her father's health.
- Finds it time-consuming to call or visit daily to check his readings manually.

Goals & Motivations:

- Wants real-time alerts if her father logs an abnormal health metric.
- Needs easy access to trends and reports to discuss with his doctor.
- Prefers a dashboard-style interface that summarizes key information.

User Flow Example:

1. Logs into the app and views John's most recent health metrics.
2. Notices a warning notification about high blood pressure.
3. Calls her father to check on him and discusses his symptoms.
4. Uses the app to generate a health trend report before his next doctor's visit.

Persona 3: Dr. Patel, the Primary Care Physician

Demographics:



Name: Dr. Raj Patel

Age: 50

Occupation: Primary Care Physician

Income Level: Upper middle class (\$150,000/year)

Location: Urban medical practice

Personality & Identifiers:

- Manages multiple patients with chronic illnesses.
- Prefers structured, summarized reports rather than raw data.
- Uses digital tools for patient management but values efficiency over complexity.

Technology Comfort Level:

- Familiar with EHR (Electronic Health Records) systems.
- Uses a tablet or desktop computer to review patient reports.
- Wants minimal manual data entry—prefers automated insights.

Pain Points:

- Patients often forget to log data consistently, making trend analysis difficult.
- Needs quick access to key health trends without sifting through excessive details.
- Prefers secure data sharing but is cautious about HIPAA compliance.

Goals & Motivations:

- Wants a summary of patient health trends before appointments.
- Needs an efficient way to flag patients with worsening conditions.
- Would like an exportable PDF or CSV file for integration into EHR.

User Flow Example:

1. Logs into the physician portal and selects John's profile.
2. Reviews a summarized health report showing John's BP trends over the last month.
3. Identifies a gradual increase in blood pressure and suggests medication adjustments.
4. Downloads the report to attach it to John's medical records.

Persona 4: Alex, the Clinic Admin (Stretch Feature Persona)

Demographics:



Name: Alex Martinez

Age: 38

Occupation: Clinic Admin / Care Coordinator

Income Level: Middle class (\$60,000/year)

Location: Urban medical office

Personality & Identifiers:

- Organized, data-driven, manages patient-caregiver assignments
- Regularly reviews access permissions and escalations

Technology Comfort Level:

- Familiar with dashboards and role-based tools
- Uses desktop systems primarily

Pain Points:

- Needs a fast way to assign caregivers without using spreadsheets
- Has to coordinate multiple patients and match them with available caregivers

Goals & Motivations:

- Wants a quick way to assign or reassign a caregiver to a patient
- Needs an easy confirmation that the assignment saved
- Wants to minimize manual tracking

User Flow Example:

1. Logs into the admin portal.
2. Selects a caregiver and a patient from dropdown menus.
3. Clicks "Assign Caregiver."
4. Sees a success message confirming the link.