

Patient Persona

Harold Castillo



Age: 55

Gender: Male

Occupation: Restaurant Owner

Location: Red Bank, NJ

Harold gets regular check-ups for a man his age but has trouble scheduling due to his job. It'd be great if he could just view his results and get an idea of what they mean and potential next steps without having to keep going in person.

Goals

- View reports/results online
- Able to connect with doctor about results online
- Simple site for ease of use
- Ability to download for private records

Challenges

- Making it to follow-ups for results
- Understanding the results, even after a consultation
- Time taken to receive results