



Sarah

SHORT NAME
USER

PICTURE



AGE

25

OCCUPATION

Graphic Designer

LIFESTYLE

Active

HEALTH INSURANCE

Yes

KEY MOTIVATION

- Recover quickly
- Feel well long-term

Regaining full mobility and function to resume her active lifestyle and participation in sports and physical activities.

BACKGROUND

Sarah is a young professional who leads an active lifestyle. She recently injured her knee while practicing for a marathon and has been experiencing discomfort and limited mobility. She seeks physiotherapy to aid in her recovery so she can get back to her active routine.

CORE NEEDS

- Fast recovery
 - Convenient scheduling and payment process
 - Seamless clinic experience
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- Effective treatment plan tailored to his injury and lifestyle.
 - Guidance on exercises and stretches to promote healing and prevent future injuries.
 - Clear communication and understanding of his condition and progress.
 - Supportive environment that encourages him to actively participate in his rehabilitation.

----- (depois do rename)

- Effective treatment plan tailored to her injury and lifestyle.
- Difficulty maintaining an active lifestyle
- Guidance on exercises and stretches to promote healing and prevent future injuries.
- Clear communication and understanding of her condition and progress.
- Supportive environment that encourages her to actively participate in her rehabilitation.

MAIN FRUSTRATIONS

- ▶ Lengthy waiting times to book an appointment
- ▶ Unfriendly staff
- ▶ Difficulty in finding suitable appointment slots

- ▶ Feeling frustrated by the limitations imposed by his injury, especially as an active individual.
- ▶ Difficulty in finding time for physiotherapy appointments amidst his busy work schedule.
- ▶ Confusion or lack of clarity regarding his treatment plan and progress.
- ▶ Concerns about the financial aspect of ongoing treatment.

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PREFERRED COMMUNICATION CHANNELS

SMS, Email, Phone call, website