

PERSONAS



- Jane Doe
 - Demographics and Background
 - 34 yr. old female
 - Mother of two young children – 3 and 5 years old
 - Events Marketing Director
 - Bachelor's in Marketing and Communications
 - Identifiers
 - In search of a Primary Care Provider (PCP) for herself
 - In search of a Pediatrician for her 2 children



- John Smith
 - Demographics and Background
 - 45 yr. old male
 - Married, father of a 12 year old child
 - Army veteran
 - Identifiers
 - Suffers from anxiety and PTSD
 - In search of counseling, group therapy, and a Psychiatrist that can help provide medications for anxiety



- Vinny Corleone
 - Demographics and Background

PERSONAS

- 67 yr. old male
- Retired police officer
- Has 4 young grandchildren
- Identifiers
 - Suffers from CAD, Hypertension, and DM Type II
 - In search of a specific Cardiologist not listed on the site
 - Has some suggestions of Providers not on our listing that he recommends