

PERSONAS



Name: Martha Higgins
Demographics:

Age: 67

Education: Bachelor's in Nursing (Retired)

Location: Scottsdale, AZ

Family: Widowed, lives independently.

Psychographics:

Lifestyle: Enjoys gardening and volunteering at the local library.

Values/Goals: Long-term health maintenance and clear communication with medical professionals.

Needs/Limitations: Needs high-contrast text (accessibility) and an easy way to export PDF summaries or charts.

Attitudes: Pragmatic. She doesn't need "fluff" or social features; she views the app as a clinical tool to prove her symptoms to her endocrinologist.



Name: Jordan Vance
Demographics:

Age: 31

Education: Associate's Degree in Forestry

Location: Denver, CO

Family: Long-term partner, one dog.

Psychographics:

Lifestyle: Avid hiker and mountain biker; works outdoors.

Values/Goals: Peak physical performance.

Needs/Limitations: Detailed food and activity logging. He needs to see how specific triggers affect his recovery.

Attitudes: Analytical and disciplined. Views data tracking as health optimization.



Name: Camille Thompson
Demographics:

Age: 48

Education: Master's in Education

Location: Atlanta, GA (Suburban)

Family: Married, two teenage children.

Psychographics:

Lifestyle: Busy school administrator; spends her weekends at her kids' sporting events.

Values/Goals: Efficiency and consistency. She wants to maintain her energy levels to keep up with her career and family.

Needs/Limitations: Needs a mobile-first solution. Her current notebook is bulky and often left at home, leading to gaps in her data.

Attitudes: Tech-capable but "old school." She values the tactile nature of journaling but recognizes it's no longer practical for her "on-the-go" lifestyle.



Name: Abby Miller
Demographics:

Age: 26

Education: Recent College Graduate (Marketing)

Location: Chicago, IL (Urban)

Family: Lives with roommates.

Psychographics:

Lifestyle: Entry-level corporate job; social, but currently withdrawn due to fatigue.

Values/Goals: Empowerment and clarity. She wants to feel like she has control over her body again.

Needs/Limitations: Needs curated, bite-sized information. She is easily paralyzed by "information overload".

Attitudes: Anxious and skeptical. She feels betrayed by her body and needs the app to be encouraging and simple, not clinical and scary.

