

PERSONA OVERVIEW

This application is designed to provide health and wellness information, as well as a way to store health and medical information and appointments. The target users are health-conscious individuals who desire to better manage their health in an easier way. Three personas here are meant to represent different age groups, genders, professions with various health concerns and needs. They might also need to share their information with families and doctors.



Amy

A new mom taking care
of both the baby and
herself



Jian

A retiree watching his
blood sugar level to
prevent diabetes



Matthew

A young professional
hoping to establish
workout routine and to
keep fit



Amy
Architectural Designer

Amy is a young professional, who is 2 months pregnant. She used to enjoy various of sports including swimming, hiking and yoga to keep fit and healthy. Now her goal is to adapt herself to fast changing body and to get fully prepared for the amazing upcoming life event of being a new mom.

Hard working

Organized

New Mom

Curious

“

Being a new mom is extremely exciting, and full of responsibilities!

”

Demographics

Age: 29

Education: Master

Family Status: Married

Location: New York City,
USA

Everyday Activity

- Commute
- Work in the office
- Light yoga after work
- Communicate with families

Challenges / Frustrations

- Brand new experience of being pregnant and preparing for a new baby
 - Stress and anxiety caused by changes of body and mind
 - Balance between taking enough nutrition and control weight within healthy range
 - Not enough time to record unique experience while working busily in the office

Needs

- Log body change
- Write journal along the way
- Share information with obstetrician
- Get reminders of doctor visit and screening
- Keep record of screening report
- Get reminders of taking supplements



Jian
Retiree

Jian was an mechanical engineer before retirement. He is now enjoying life with his wife Ying. Her daughter has her own family and has one child. Jack and his wife sometimes need to look after their grandchild. He used to participate in various sports, such as badminton and table tennis. Now he loves hiking with families on weekends and take a walk nearby everyday to get some workout. He was diagnosed as pre-diabetes. His goal is to prevent developing any type of diabetes.

Loving Grandpa

Cook

Blood Sugar Level Watcher

“

I enjoy my life as a retiree and I try my best make it last as long as possible.

”

Demographics

Age: 64

Education: High school

Family Status: Married, one daughter

Location: Taipei, Taiwan

Everyday Activity

- Walk in the neighborhood after meals
- Pick up grandchild from school
- Prepare meals for families
- Do housework and run errands

Challenges / Frustrations

- Complicated apps and too many unneeded features
- Cannot review progress easily with poor graphic presentation
- Has little technological knowledge and sometimes needs to ask families for help

Needs

- Monitor blood sugar level
- Manage appointment of doctor visit
- Get reminders of medicine if needed
- Keep exercising properly for health and for fun
- Get diet tips for pre-diabetes condition
- Share health information with wife and daughter



Matthew

Soft Engineer

Matthew just started his career as software engineer 1 year ago. He has a hectic schedule in the office. After work, he meets his friends either for dinner or plays video games at home to relax himself. He used to be athletic in high school and college. Now he gained some weight due to less workout time.

Athletic

Social

Young Professional

Sports Lover

“

I wish I could be as fit and energetic as I was in college and high school.

”

Demographics

Age: 24

Education: Bachelor

Family Status: Single

Location: Montreal,
Canada

Everyday Activity

- Work in the office
- Play video games
- Meet friends after work
- Make breakfast for himself

Needs

- Establish workout routine
- Monitor body fat and BMI index
- Cook healthy meals
- Sleep before midnight
- Enjoy sports with friends

Challenges / Frustrations

- Hectic schedule
- Time consuming log tools for both exercise and diet
- Switch between different apps to record various sports