

Persona: Jane Smith

Name: Jane Smith

Age: 32

Gender: Female

Location: Suburban area, Los Angeles

Occupation: Marketing Manager

Bio: Jane Smith is a busy marketing manager who recently moved to Los Angeles for work. She leads a fast-paced lifestyle, juggling her demanding job with social activities and personal commitments. Jane values convenience and efficiency in managing her healthcare needs and prefers services that fit seamlessly into her busy schedule.

Purpose of Visit to the Website: Jane visits the clinic's website to book appointments, access her medical records, refill prescriptions, and find information about the clinic's services and healthcare providers.

Interests: Yoga, hiking, trying new restaurants, attending cultural events and festivals, reading personal development books.

Needs and Goals: Jane is looking for a healthcare provider that offers convenient online services and flexible appointment scheduling options. She wants to easily access her medical information and communicate with her healthcare provider digitally without having to visit the clinic in person for routine tasks.

Challenges: Balancing her work commitments with personal activities leaves Jane with limited time for managing her healthcare needs. She also faces occasional health issues related to stress and lifestyle factors, so having access to reliable healthcare services is important for her overall well-being.

Tech Savvy Level: Comfortable using technology and frequently relies on her smartphone and computer for managing various aspects of her life. Jane prefers user-friendly interfaces and mobile-responsive websites that allow her to access healthcare services on the go.