

NAME

Michael



Demographic

Male 68 years



California

Retiree

Background

Michael is a retiree who enjoys staying active and healthy.

Michael values proactive healthcare management.

Goals



Michael needs healthcare app that allows him to schedule regular check ups, tracks his fitness goals and communicate with his healthcare provider easily.

He appreciates features like health trackers, telemedicine consultations and personalized health recommendations.



Challenges

Michael struggles to keep track of his various health related appointments and activities.

He often feels overwhelmed by the complexity of managing his healthcare needs.