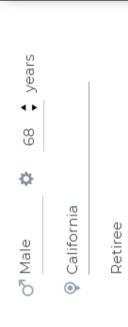
## " Michael 🌼 🗸



## : Demographic



## Background

Michael is a retiree who enjoys staying active and healthy.

Michael values proactive healthcare management.

## :: Goals

23

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

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



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.