



SARAH AHMED

School Teacher

Bachelor of Business Management

QUOTE

"Pregnancy can be overwhelming, especially with all the medical information I need to remember. I'd love a simple tool to track my health, feel reassured, and get guidance if anything goes wrong."

INFO

- Age: 29
- Location: London, UK
- Family Status: Expecting her first child (25 weeks pregnant)
- Education: Bachelor's Degree in Education
- Technology Comfort Level: Intermediate – uses her smartphone daily for work and personal life, comfortable with basic apps but not tech-savvy with advanced settings.

DEVICE PREFERENCE

Smartphone (iOS): Sarah uses her iPhone daily for personal and work needs, so a mobile app would be ideal for easy access and tracking on the go.

BACKGROUND

Sarah is a primary school teacher in London, balancing her career with the exciting journey of becoming a mother for the first time. She leads a busy life, spending most of her days teaching young children and preparing lesson plans. With her husband, Sarah has been planning to start a family for some time, and she's now 25 weeks into her pregnancy. She wants to stay informed and proactive about her health but finds it challenging to keep track of all the advice and metrics she's been given by her doctor.

GOALS & MOTIVATIONS

- To track her health metrics (like blood pressure and heart rate) so she can quickly identify if something is off.
- To feel reassured and in control of her health during pregnancy by staying informed about her body's changes.
- To have easy access to nearby maternal health facilities if she encounters any health issues.
- To make safe, data-driven decisions during her pregnancy and understand what her health metrics mean.
- To avoid overwhelming medical jargon and instead have straightforward guidance on maintaining her health.

PAIN POINTS

- **Busy Schedule:** As a teacher, Sarah finds it hard to remember to log her health data and wishes for reminders or simplified tracking.
- **Confusion with Medical Terms:** Sarah sometimes struggles to understand her doctor's advice and worries she may miss something important.
- **Access to Immediate Help:** In case of high-risk readings, she wants to know where to go quickly, but she's unsure about which maternal health facilities are nearest or most reliable.
- **Health Anxiety:** Sarah feels anxious about unexpected complications and wants to receive reassurance through regular monitoring and relevant alerts.

NEEDS

- Simple, user-friendly tracking of health metrics like blood pressure and heart rate.
- Automated alerts for high-risk indicators so she doesn't have to interpret metrics alone.
- Educational resources about maternal health and wellness tailored to her stage of pregnancy.
- A map feature to find nearby maternal health facilities (both NHS and private) that she can rely on if she needs support.
- Reminders to log health information to help her build a habit of daily tracking.